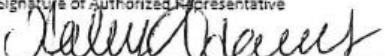


BROADBAND EXPANSION GRANT APPLICATION

For Fiscal Year 2022

SUMMARY OF GRANT APPLICATION

Primary Applicant (Name and Address): Town of Baileys Harbor 2392 CTH F PO Box 308 Baileys Harbor, WI 54202	Applications MUST be UPLOADED to ERF via the Commission's website, http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx . Refer to section 2.3 for detailed instructions. Applications are due and MUST be uploaded to ERF no later than: March 17, 2022 at 4:00pm (16:00) Central Time. Late applications will not be accepted.	
	Contact for further information: PSCStatebroadbandoffice@wisconsin.gov	
	Date: December 1, 2021	
<p>The Public Service Commission of Wisconsin is seeking applications for Broadband Expansion Grants. The Commission may award one or more grants during Fiscal Year 2022 to public and private entities that meet the eligibility requirements set forth in Wis. Stat. § 196.504. This grant round will be funded with bond proceeds authorized by the Wisconsin Building Commission pursuant to Wis. Stat. § 13.48(30). As such, successful applicants are subject to the requirements of Wis. Stat. § 13.48(30). Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the State.</p>		
<p>Applicant Certification: In signing this application, the undersigned verifies under penalty of perjury that the Applicant and its employees and agents have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition with respect to this application; that no attempt has been made to induce any other person or firm to submit or not to submit an application; that this application has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this application has not been knowingly disclosed prior to the opening of applications to any other applicant or competitor; that all of the responses and representations of Applicant in this application are true and correct to the best of the undersigned's knowledge, information, and belief; and that Applicant agrees to, accepts, and will comply with all of the terms and conditions respecting this application and any award of a broadband expansion grant as may be established in a grant award Agreement.</p>		
Name of Authorized Representative (Type or Print) Haley Adams	Title Clerk	Phone (920) 839 9509
Signature of Authorized Representative 	Date March 17 th , 2022	

Primary Applicant Name Town of Baileys Harbor	Amount of Broadband Grant Request (round to nearest dollar) \$1,890,000
Federal Employer Identification No. 39-1434288	Amount of Matching Funds Pledged (round to nearest dollar) \$3,360,000
Contact Name and Title Haley Adams, Clerk	Total Cost of Proposed Project (round to nearest dollar) \$5,250,000
Telephone Number (920) 839 9509	Project Name Town of Baileys Harbor FTTP
E-mail Address(es) admin@baileysharborwi.org	Type of Proposed Broadband Service (FTTH, Cable, DSL, etc.) Fiber-to-the-premise (FTTP)
Grant Manager, if different than Primary Applicant	Type of Proposed Project (Last-mile, Middle-Mile, backbone, other) Last-Mile.
Grant Manager Contact Name	Grant Manager Email Address and Telephone Number
<p>If the application proposes a public-private partnership, list the names, addresses, and FEINs of the partner companies or organizations</p> <p>Brown County C-LEC, LLC, d/b/a Nsight Telservices, 450 Security Blvd, Green Bay, WI 54313. FEIN: 39-1962315 Door County Board of Supervisors, 421 Nebraska Street, Sturgeon Bay, WI 54235, FEIN:39-6005686.</p>	
<p>Brief Project Description (2 sentences)</p> <p>The Town of Baileys Harbor in Door County ("the Town") is requesting an FY2022 PSCW Broadband Expansion Grant to partner with Nsight Telservices ("Nsight") and deploy a scalable Fiber To The Premise ("FTTP") service that will provide fiber based broadband internet service to all households, businesses, and community anchor institutions in the Town. The new service will be constructed and operated by telecommunication partner Nsight and will provide download speeds between 250 Mbps and 1 Gbps and upload speeds between 20 Mbps and 100 Mbps per subscriber to every residential and business location in the Town.</p>	
Maximum Proposed Download Transmission Speed 1Gbps	Maximum Proposed Upload Transmission Speed 100Mbps
Minimum Proposed Download Speed to Customer Location 250Mbps	Minimum Proposed Upload Transmission Speed to Customer Location 20Mbps
County or Counties served by this project Door County	Community or Communities served by this project Town of Baileys Harbor

List of the broadband service providers, if any, currently serving the area the applicant proposes to serve Frontier Communications Door County Broadband	
Does proposed project serve an <u>unserved</u> area of the State, as defined in <u>Section 1.4</u> of the application instruction? (yes/no) YES	Is the Applicant certified as a Broadband Forward! Community or Telecommuter Forward! Community, or does the grant project propose to serve a Broadband Forward! Community or Telecommuter Forward! Community? (yes/no) Partner Door County is certified as a Broadband Forward! Community.
For last mile projects or component the expected number of Business Locations that will have access to the improved broadband service (i.e., total business locations passed or with new service access). 73	For last mile projects or components the expected number of Residential Locations that will have access to the improved broadband service (i.e., total residential locations passed or with new service access). 1,445
Of the improved business locations, how many locations are <i>unserved</i> ? 73 (See Section IV.C.)	Of the improved residential locations, how many are <i>unserved</i> ? 1,445 (See Section IV.C.)
For providers that are eligible telecommunications carriers will the proposed broadband service be available to Lifeline customers? (yes/no) YES	Are there any programs available for low-income households to access low-cost service or discounts? (yes/no) YES
Is the internet service provider currently participating in the Emergency Broadband Benefit Program? (yes/no) YES	Is the internet service provider currently participating in the Department of Public Instruction and CESA purchasing's Digital Learning Bridge? (yes/no) YES
Did the internet service provider participate in the Public Service Commission's voluntary Broadband Coverage Data Collection in 2012? (yes/no) YES	

FY22 Broadband Expansion Grant Application

Budget & Income Summary



Please complete this form using Microsoft Excel. A PDF copy must be attached to your application as page four. In addition, this form must also be uploaded to ERF in Excel format.

Grant Summary

Grant Applicant:	Project:
Town of Baileys Harbor	Town of Baileys Harbor FTTP Project

Budget

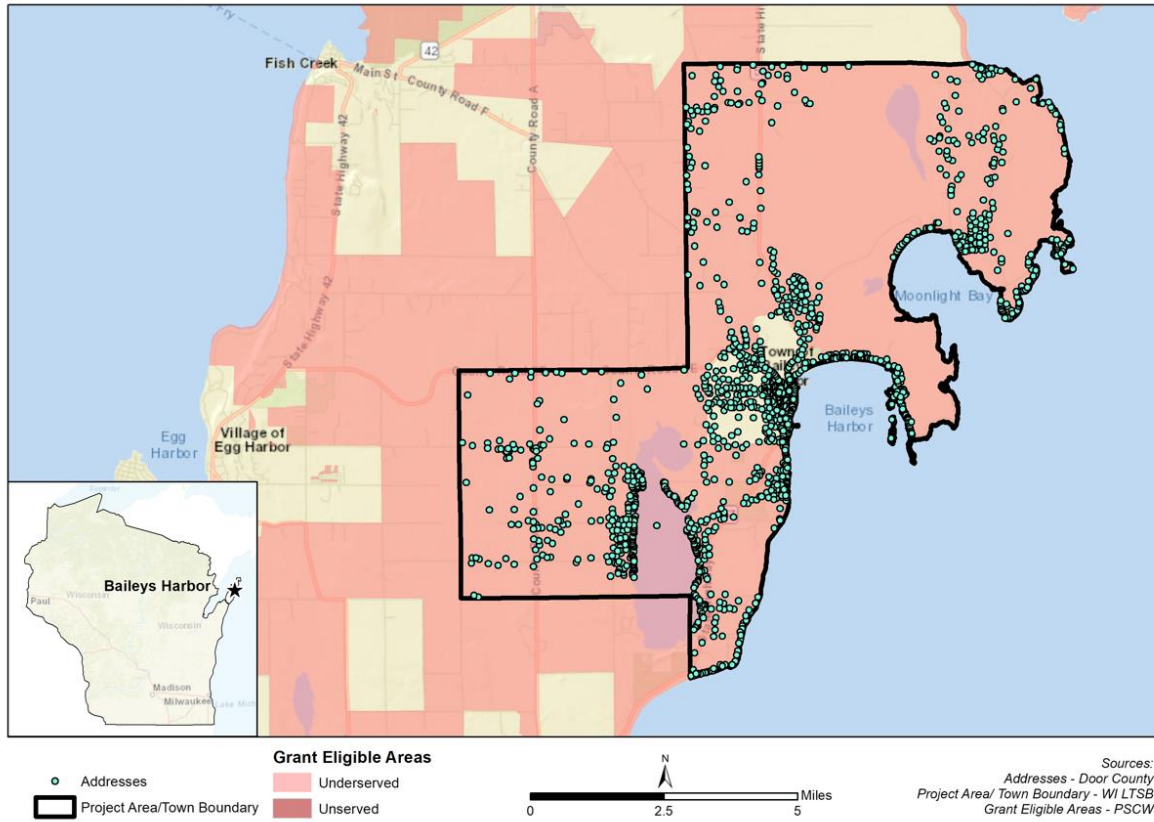
Line:	Description / Category:	Grant Funds:	Match:	Total:
1	Contractual, Consultant Fees	\$ 1,727,330.40	\$ 3,070,809.60	\$ 4,798,140.00
2	Equipment	\$ 162,669.60	\$ 289,190.40	\$ 451,860.00
3	Supplies			\$ -
4	Labor (Salary, Fringe)			\$ -
5	Permitting, Licensing Fees			\$ -
6	Travel			\$ -
7	Other			\$ -
Total:		\$ 1,890,000.00	\$ 3,360,000.00	\$ 5,250,000.00
		64.0% match requested		

Pledged Contributions

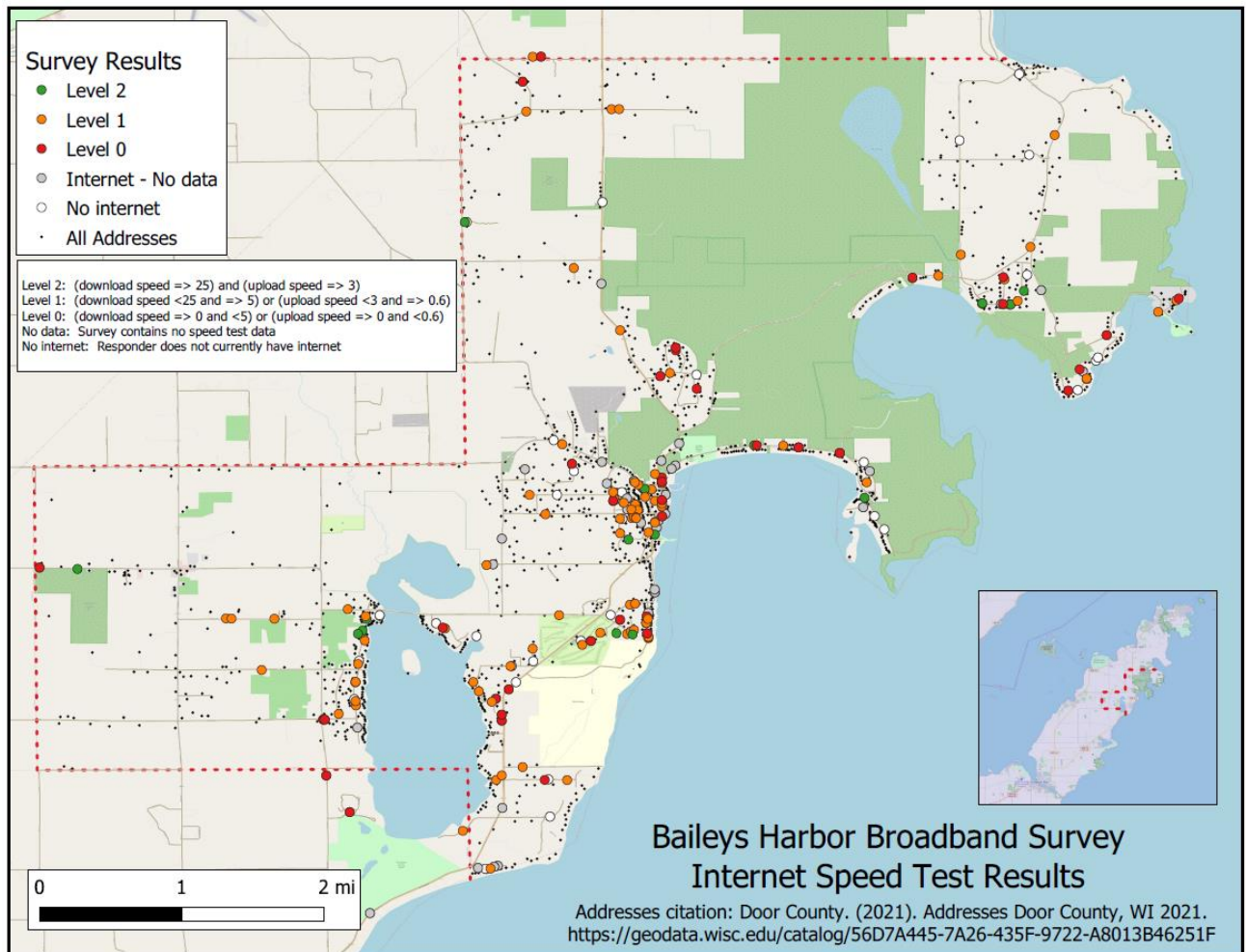
#:	Entity:	Entity Type:	Pledge Type:	Pledge:
1	Town of Baileys Harbor	Applicant	Cash	\$ 2,922,050.00
2	Cellcom	Partner	Cash	\$ 400,000.00
3	Door County Board of Supervisors	Partner	Cash	\$ 37,950.00
4				
5				
6				
7				
8				
9				
10				
Total:				\$ 3,360,000.00

PAGE 5+6: Maps. A clear static map(s) of the project boundaries and locations of the project area.

Nsight - Town of Baileys Harbor FFTP: FY2022



Map of the Project Area Showing Baileys Harbor Broadband Survey Internet Speed Test Results



I. Applicant identification and contact information (3.2.1)

- A. The name and address of the entity applying for the grant, and the mailing address, telephone number and e-mail address of one or more contact persons representing the applicant.

Haley Adams, Clerk
Town of Baileys Harbor
2392 CTH F PO Box 308
Baileys Harbor, WI 54202
Phone: (920) 839 9509
admin@baileysharborwi.org

- B. If the application proposes a public-private partnership, the identity and contact information for all application partners.

This application proposes a public-private partnership between applicant Town of Baileys Harbor, Brown County CLEC, LLC. (d/b/a: Nsight Telservices), and Door County Board of Supervisors.

Brown County C-LEC, LLC, d/b/a Nsight Telservices
450 Security Blvd
Green Bay, WI 54313
Brighid Riordan, CEO
Email: Brighid.Riordan@nsight.com
Phone: 920-617-7056
Michael O'Malley, Sr. Director Internal Controls & Operations.
Email: michael.omalley@nsight.com
Phone: 920-617-7349

Door County Board of Supervisors
Attn: Ken Pabich, Door County Administrator
421 Nebraska Street,
Sturgeon Bay, WI 54235
FEIN:39-6005686

- C. The application must show that the applicant is an organization, a telecommunications utility, or a city, village, town, or county that has established a legal partnership or joint venture arrangement with an otherwise qualified organization or telecommunications utility, and as such meets the eligibility requirements set forth in Wis. Stat. § 196.504(1).

Applicant Town of Baileys Harbor is incorporated as a Town in the State of Wisconsin. The Town is located along the shores of Lake Michigan in northern Door County, approximately 177 miles northeast of Milwaukee. The Town covers 68.8 square miles and has a population of 1,035. As a popular recreational area, its seasonal population is typically significantly higher.

The Town established a partnership with telecommunications utility, Nsight Telservices. See Exhibit 1. Memorandum of Understanding between the Town of Baileys Harbor and Nsighttel Wireless, LLC. (d/b/a Cellcom) See also, Exhibit 8. Town of Baileys Harbor Resolution.

Brown County C-LEC, LLC. (DBA: Nsight Telservices) is registered with the State of Wisconsin Public Service Commission as a Competitive Local Exchange (C-LEC), carrier number 775. Nsight Telservices operates four Incumbent Local Exchange Carrier (DBA: Nsight Telservices) in various telephone exchanges throughout Northeast Wisconsin. Each ILEC is certified to provide telecommunications service in the State of Wisconsin pursuant to Section 196.50(2)(b) of the Wisconsin State Statute. As a leading communications provider in the state of Wisconsin, Nsight has a proven track record of operating, maintaining and continually investing in its network. Key organizational capabilities and network highlights include approximately 3,924 route miles of fiber-based network.

Both Nsight Telservices and Cellcom are subsidiaries of the Holding Company, Northeast Communications of Wisconsin (NECW).

II. Description of the project (3.3.2)

- A. A static map and description of the area of the State that will be affected by the proposed project. See static map of the project area on page 5 above. URL link to spatial file: <https://arcgis.com/home/item.html?id=aae5b5e2fbaf4dd8a717362aaaded09a>
- B. If the project area lies within a census block designated as served on the PSC Broadband Map, provide additional documentation to demonstrate the actual broadband service that is available in the proposed project area.

The Wisconsin broadband maps give the appearance that the Town has at least one provider and that census blocks are either served or underserved. Very low download/upload speeds, unreliable service, and frequent outages experienced by users throughout the Town with their incumbent landline provider, Frontier, counters the appearance provided by these maps and demonstrates that the entire area is in fact unserved. See (IV. C.) Existing Broadband Service for further explanation. As the Town of Baileys Harbor Resolution states, "Town of Baileys Harbor, in spite of having an incumbent telco is truly unserved regardless of broadband maps". See Exhibit 8.

- C. An explanation of how the proposed project will increase broadband access.

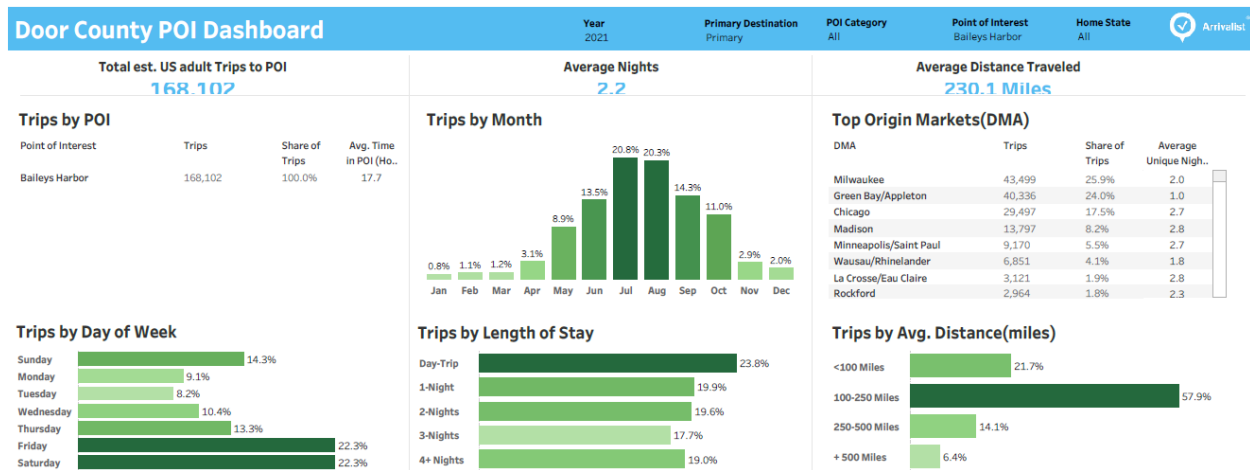
According to the Wisconsin Broadband Map, there are 1,518 locations in the project area. Of these, 1,124 are underserved and 394 are served.

Applicant believes that all 1,518 locations are unserved. See section 4C, Existing Broadband Service. Below is a breakdown of these locations.

- 508 households.
- 73 Businesses.
- 937 Other addresses including Seasonal Residents.

- Expected number of tourists served.

According to the Baileys Harbor Community Association and the Door County POI Dashboard shown below, tourists took 168,102 trips to the Town in 2021. As the chart demonstrates, most of these trips took place during the summer. This traffic generates a lot of business activity in the Town. However, it also places significant strain on the end-of-life copper broadband infrastructure in the area. As Joseph McMahon states in the Rushes Condominium Association support letter below, “during the busy tourism season the entire system experiences a slowdown. The pandemic highlighted these deficiencies. The new FTTP network will be scalable allowing everyone to have a good internet experience during the high-traffic summer season. For this reason, Mr. McMahon believes that the PSCW should “give high consideration to the Baileys Harbor Broadband grant application to improve internet access for all of their residents”. See Exhibit 4.



- Estimated download and upload speed of the broadband service packages available for purchase.

Nsight will provide download speeds between 250 Mbps and 1 Gbps and upload speeds between 20 Mbps and 100 Mbps per subscriber to every resident and business location in the Town.

Residential and Business Service Plans - Nsight will offer customers in the Town similar pricing as in its other fiber markets. Prices are subject to change but have remained very consistent while speeds have increased for the last decade.

Standard Service Levels:

- 250/20 Mbps.
- 500/50 Mbps.
- 1000/100 Mbps.

- D. A statement whether the proposed project is targeting the “last mile,” “middle mile,” or backbone portion of the broadband infrastructure.

The proposed project will target the last mile portion of the broadband infrastructure.

- E. A description of the broadband service to be provided, including estimated download and upload speeds, whether the speed is based on dedicated or shared bandwidth, and the technology that will be used. This description may be illustrated by a map or schematic diagram, as appropriate.

The Town explored possible public/private partnership opportunities and decided to partner with experienced telecom Nsight to deploy a scalable FTTP service that will provide fiber-based internet service with download/upload speeds between 250 Mbps and 1 Gbps per subscriber to every home, business, and community anchor institution in the Town.

Nsight plans to deploy XGS-PON technology which utilizes FTTP and supports up to 10 Gbps speeds on a single optical distribution network (ODN) between the distribution electronics known as the optical line terminal (OLT) and the customer premise equipment known as the optical network unit (ONU). This is a shared resource with all subscribers in the ODN. Nsight will deploy scalable optical multiplexing between 64 to 128 subscribers per ODN and will monitor utilization to add capacity as needed. The technical implementation supports typical service speeds between 250 Mbps and 1 Gbps per subscriber.

The Town’s project leverages Nsight's countywide backhaul network within the targeted footprint with 10 Gbps capacity and electronics that support scaling to 100 Gbps. The system would be served by a looped fiber route through the Town with transport to Green Bay and out to the Internet.

The fiber in the project area will be a combination of aerial and buried. When the project is completed, the design and installation will conform to all applicable federal, state, and local requirements. Nsight will use standard engineering practices. The new service will be operated by Nsight and will provide download speeds between 250 Mbps and 1 Gbps and upload speeds between 20 Mbps and 100 Mbps per subscriber to every residential and business location in the Town.

- F. A schedule by which the applicant intends to complete the components of the proposed project. The project period is up to 24 months.

The FTTP project construction timeline will begin with grant approval and acceptance by the applicant.

- i. Months 1-3: Engineering and environmental work.**
- ii. Month 4-7: Permitting and material order.**
- iii. Months 8-11: Beginning of construction and testing.**
- iv. Month 12-24: Completion of construction, splicing & turn-up of customers.**

III. Itemized Budget (all amounts should be rounded to the nearest dollar) (3.2.3)

- A. In addition to the Summary of Project Budget that is included as page 3, applicants should include a price list or quote for any equipment the applicant intends to purchase, including capital expenditures.

Broadband facilities will be owned by the applicant during construction phase and then transferred to Nsight after construction is completed.

Pricelist:

	A	B	C
1	Description	Category	Price
2	Construction Labor	Contractual Fees	\$4,544,140
3	Materials	Equipment	\$300,000
4	Electronics	Equipment	\$30,000
5	Contracted Drops	Contractual Fees	\$254,000
6	Customer Premise Equipment	Equipment	\$121,860
7	Total		\$5,250,000

- B. The application must show that the grant, if awarded, will not subsidize the expenses of a telecommunications provider or the monthly bills of telecommunications customers. For purposes of this grant program, subsidize means a contribution to the operating costs, including profit, of the telecommunications provider.

The Town confirms that the grant will not subsidize town expenses or the monthly bills of existing customers. As shown in the itemized statement of funding request, the proposed project will not subsidize the operating costs or monthly bills of customers of Nsight. It is understood that for the purposes of this grant program, subsidy means a contribution to the recurring service charges, operating costs, including profit, of the telecommunications provider.

- C. The application must show that the grant funds requested will be used for the sole purpose of constructing broadband infrastructure in the underserved areas covered by the application. Construction of broadband infrastructure may include any of the following:

Applicant confirms that grant funds will be used for the sole purpose of constructing broadband infrastructure in the underserved areas covered by the application. The Applicant confirms that all funds being requested will be used exclusively for project planning, construction permitting, construction of facilities, purchase of equipment, and installation and testing of equipment. Grant funds will not be utilized for any reason other than the above mentioned.

IV. Priority factors supporting the application (3.2.4)

- A. **Matching funds.** A description of the matching funds the applicant will invest in the proposed project, if any. For each element, indicate the type of match (cash, salary expense, or in-kind contribution). If the application is submitted by a partnership, identify the partner responsible for providing each element of the proposed matching funds. *Note: The requirement for this information is satisfied via inclusion of the completed Funding Statement as page 4 of the application.*

The Baileys Harbor Town Board supports this FY2022 PSCW broadband expansion grant application and pledges \$2,922,050 towards the total project cost contingent on grant award.

Board members made this commitment because they believe that the project area is unserved and that the limited availability of high-speed, reliable internet service in the Town is a major roadblock to sustaining existing and attracting new economic development. The lack of high-speed, reliable internet service also limits the citizens and visitors from accessing critical technology for education, communication, medical devices and government services and local businesses from processing customer transactions in a timely manner. See Exhibits 1 & 8.

Nsight is pledging \$400,000 towards the total project cost because of its commitment to serving rural communities in Wisconsin. As Nsight CEO Brigid Riordan states in the attached letter of support, "Since our founding as Pulaski Merchants and Farmers Telephone company, Nsight has been rooted in rural service. It is both our pleasure and our mission to serve the communities in rural Wisconsin. We know that individuals who choose the quality of life that is offered by small, close-knit communities still want access to the same technical amenities found in metropolitan areas." See Exhibit 2.

Door County Board of Supervisors are pledging \$37,950 towards the project. The County calculated their pledge after deciding to contribute \$25 for each of 1,518 addresses passed. The County's planned pledge of financial support is intended to increase the competitiveness and likelihood of success for the Town's grant application and the proposed project. County Board members believe that improved broadband development in Door County's unserved and underserved areas, such as the Town of Baileys Harbor constitutes a public purpose. See Exhibit 3. As Robert County Bultman states in his support letter, "our topography and tree cover often make access to the internet difficult or inconsistent here. Bringing a network of fiber to our homes and businesses is the best path forward for equal access to the internet in our Town". Mr. Bultman is the Town's local supervisor on the County Board. See Exhibit 16.

- B. Public-private partnerships.** If the public-private partnership is memorialized in a joint venture agreement or other writing, provide a copy of that agreement. If the partnership has not been reduced to a written agreement, provide a short description of the management role, financial commitment, or other contribution to the project for each participating partner.
- The Town explored possible public/private partnership opportunities and decided to partner with a local, experienced telecom Nsight to deploy a scalable FTTP service that will provide fiber-based internet service with download speeds between 250 Mbps and 1 Gbps per subscriber to every home, business, and community anchor institution in the Town. The two partners signed a Memorandum of Understanding outlining the terms of this partnership. See Exhibit 1.**

Nsight will hire contractors to design, engineer, and construct this last mile FTTP network and will operate it after the project is completed. Nsight will make a connection to the new network, provide internet backhaul, complete customer premise installs and disconnects and handle billing and network maintenance. See Exhibit 2.

The Town also partnered with Door County Board of Supervisors. County Board members believe that improved broadband development in Door County's unserved and underserved areas, such as the Town, constitutes a public purpose. They also believe that the proposed project matches the recommendations from the 2021 Broadband Infrastructure Engineering

Assessment Report for Door County which encourages FTTP projects that are scalable (i.e. can be expanded upon), and projects that are collaborative. See Exhibit 3.

- C. **Existing broadband service.** A list of the broadband service providers, if any, currently serving the area the applicant proposes to serve. In scoring this element, the following factors will be taken into account:

1,124 out of 1,518 addresses in the project area are shown as underserved in the Wisconsin Broadband Map and are therefore eligible for funding in FY2022 PSCW Broadband Expansion Grant Program. The Wisconsin broadband maps give the appearance that the remaining 394 addresses are served. Several sources listed and explained below demonstrate that very low download/upload speeds, unreliable service, and frequent outages experienced by users throughout the Town with their incumbent landline provider Frontier and the fixed wireless service provider Door County Broadband counters the appearance provided by these maps and demonstrates that the entire area is in fact unserved.

- Landline broadband service providers.
Frontier advertises download speeds of 45 Mbps and upload speeds of 3 Mbps in the downtown area of the Town. The provider advertises download speeds of 18 Mbps and upload speeds of 1 Mbps in the surrounding rural census blocks. Numerous sources call these landline advertised speeds into question.

The Broadband Infrastructure Engineering Assessment Report prepared by Finley Engineering for Door County EDC. One of the primary conclusions of the report was that broadband in areas without a cable provider such as the Town of Baileys Harbor “can best be described as dismal”. Per the report, “We heard horror stories from residents and businesses about broadband that barely works in the winter and that largely disappears during peak tourist season. We heard from numerous residents who said they have no broadband options at home.” The authors asserted that this is because “the last-mile networks of the ISPs are not robust enough to meet peak demand.”

Regarding the FCC maps, the report stated that they found that ISPs in the county have misrepresented the broadband they are providing in the county – the FCC believes that almost everybody in the county has access to 25/3 Mbps broadband. “We find it likely that almost nobody outside the towns can get broadband at that speed”.

Wisconsin Department of Public Instruction (WDPI) offers a speed test to anybody living in Wisconsin. DPI uses the MLabs speed test, which is one of the most common and popular speed tests in the county. The authors of the Broadband Infrastructure Engineering Assessment report got access to 1,193 speed tests for Frontier Communications in Door County. Average download speed recorded was 4.61 Mbps and average upload speed was 1.99 Mbps calling into question the advertised speeds for areas such as the Town.

The Wisconsin Department of Public Instruction completed a survey using the same source to determine the percent of students with unreliable streaming video by school district. The results showed that 46.1% of students in Gibraltar School District where

Town of Baileys Harbor is located reported having partially or completely unreliable internet access where they live. 93.8% have issues with interruptions or quality. Such evidence further demonstrates that the landline speeds advertised by Frontier are not attainable in the Town.

The Baileys Harbor Broadband Survey. In order to confirm these findings and justify grant funding for new high-speed and affordable broadband services, the Town developed a simple survey for residents and businesses to complete. An incredibly large number of households and businesses responded (270). Respondents reported that speeds are terrible in the Town. As the map on Page 6 demonstrates, numerous respondents in the project area reported download speeds less than 5 Mbps and upload speeds less than 600 Kbps. Many more reported download speeds less than 25 Mbps and upload speeds between 600 Kbps and 3 Mbps. These data demonstrate that the entire project area is unserved notwithstanding the fact that the proposed service area lies within census blocks that have been designated as served or underserved in the FCC's Broadband Coverage Map.

Many of the Baileys Harbor Broadband Survey respondents used the MLabs speed test since it was embedded in the survey. Link: <https://dpi.wi.gov/broadband/speed-test>. So, when someone completed this crowd-sourced survey and recorded their address it is likely based on that test. This speed test has been used at DPI with PSC awareness. Therefore, these alternate data should be acceptable to PSC in ascertaining that the project area should be classified as eligible for funding. Further analysis of this survey's findings are shown below.

- **Fixed Wireless Broadband Providers.**
Door County Broadband advertises download speeds of 25 Mbps and upload speeds of 6 Mbps in the entire project area. However, speeds vary significantly depending on location of households and businesses, issues with line of sight between the customer and the towers. As a result, coverage is very spotty.

The authors of the DCEDC-sponsored Broadband Infrastructure Engineering Assessment report obtained access to 5,493 tests from the same WIDPI MLabs database completed on Door County Broadband's fixed wireless network in Door County. Average download speed recorded was 4.61 Mbps and average upload speed was 1.99 Mbps calling into question the provider's advertised speeds for areas such as the Town.

Responses to a survey conducted in 2020 by the Kangaroo Lake Association confirmed this finding. Many of the 160 members use Door County Broadband for their internet needs. As President of the association John Leach states, "Wireless broadband connections were seen mainly in the south and east lake locations with reported download speeds of from 3 Mbps to 12 Mbps" and "59% are not satisfied with their current service. Several reported an inability to work at home with their present internet." See Exhibit 5.

In addition, Door County Broadband's higher speed service options are expensive. According to the Broadband Infrastructure Engineering Assessment Report, Door County

Broadband prices start at \$54.95 for 4/1 Mbps, \$64.95 for 6.2 Mbps, \$74.95 for 8/2.5 Mbps, and \$84.95 for 10/2 Mbps.¹ By contrast, Nsight's prices start at \$39.95 per month for initial 12 months for 250/20 Mbps increasing to \$49.95 thereafter.

US Cellular: Fixed Wireless – Advertised download/upload speeds: 2/.064 Mbps

- List of mobile wireless broadband service providers:
US Cellular: Mobile Access – No speeds reported
AT&T Mobility: Mobile Access – No speeds reported
Cellcom: Mobile Access – No speeds reported
Sprint: Mobile Access – No speeds reported
- Additional evidence demonstrating that the project area is unserved.

The Baileys Harbor Broadband Survey. In addition to the current limitations of the landline and fixed wireless internet services described above, local businesses in the project area responded that their operations were frequently impacted from a financial perspective. These clearly demonstrate that census blocks located in the project area which classified as served in the Broadband Maps where many businesses are located are in fact unserved. Responses from businesses within the Town included:

- Lost sales. Had to close when the internet goes down which happens more often than we can sustain.
- Outages lasting 6 hours or more happening weekly, can't run card or services.
- Hard to determine exact dollar amount loss, but while attempting to secure an online order with a customer, the internet was down. This made it impossible for me to complete the order. They said they would call back. They never did. In other instances, when working on a promotion that was time sensitive, the internet was down for over a day. The promotion never got out.
- Many of our renters complain about slow or unreliable service. It is our #1 complaint.
- The lack of internet is NOT a good selling point to our owners/guests. It has affected our ability to generate rentals and to be competitive with rates in the area.
- Guests tend to stay for shorter periods. Would stay longer if they could do their work/meetings confidently. Financial impact estimated to be \$30-60k.
- We have had guests in the past who need to work remotely.
- Don't have specific dollar amounts, but the slow internet both at my business and at home has drastically slowed down my ability to update my online shop, delaying the publication of the online shop by 3 months.
- No specific dollar amount, but it currently takes a fairly long time to upload my clients' photos.
- Our equipment is mostly wireless so when the internet is down or slow we are extremely limited in our capacity to do business.

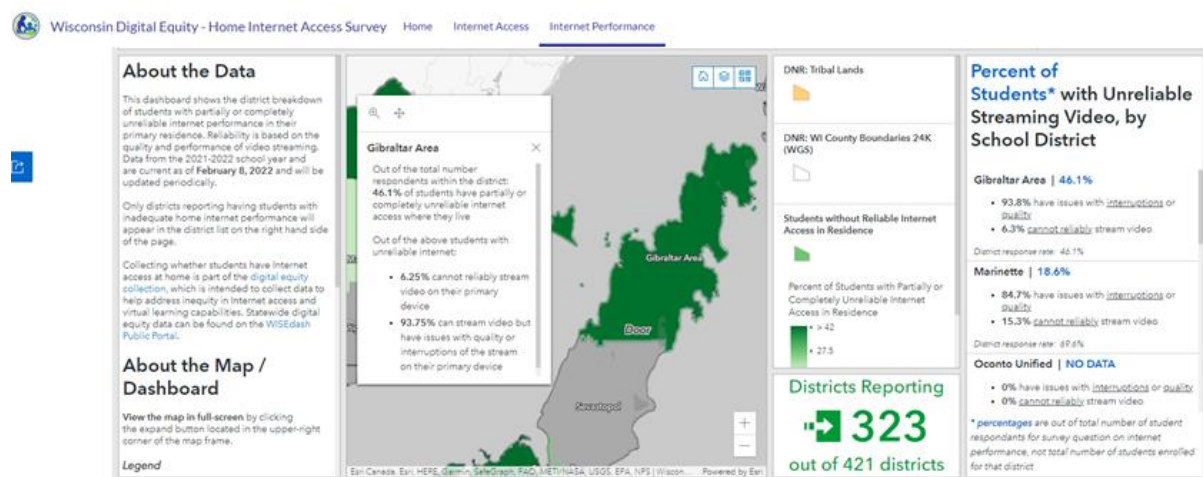
¹ Door County Economic Development Corporation, Broadband Infrastructure Engineering Assessment Report Executive Summary, November 5, 2021, P. 3.

- Daily interruptions in broadband service, causing credit card processing errors. Monthly a few lost credit card transactions completely -- dissatisfied customers.
- The Internet is so unreliable, I carry two smartphones so I can always access my cloud-based reservation system. Cellular data has only gone out once in the six years we have owned the inn. So, figure \$100 a month for the extra phone.
- We have had lost orders.
- We turn customers away due to no credit card payments. Average sale loss a month is estimated at \$500.
- Many days we could not process credit cards while services were down. Also all of our booking software is web based so we are totally shut down without internet service.
- Unable to provide quality internet-based streaming entertainment for our guests as well as guarantee that in-house guests can use streaming meeting video conferencing apps.
- Refunds and lost business.
- I get poor feedback from people visiting the county who are used to good internet service. More and more people want to visit locations that have good internet service so they can work and play away from home.

Summary of the Baileys Harbor Broadband Survey (as of February 2, 2022)

Description	Count	Percentage
Total Responses: Both residents and businesses responded to the survey.	256	
Residential Respondents	225	87.9%
Business Respondents	31	12.1%
Residential Status of Respondents:		
Year-round residents		61.8%
Seasonal residents		35.6%
Current Business Download/Upload Speeds	8 Mbps / 2 Mbps	
Current Residential Download/Upload Speeds	10 Mbps / 1.7 Mbps	

Summary chart showing Wisconsin Department of Public Instruction Survey Results



- D. Project impact.** A description of the geographic area and the population, both in terms of absolute numbers and likely users, which will be served by the proposed project. Indicate the number of anticipated residential and business customers in the project area, if known. Explain the speed and quality of internet service that will be available. Include information about the range of packages available for purchase. Provide details on any low-income access programs and steps the project will take to support adoption.

Unlike other FTTP projects, this project will serve the entire community. Robert Cornell, Manager of the Washington Island Electric Coop, the lead entity on the FTTP project on that Door County community put it this way, “Their partnership with Nsight, a Northeast Wisconsin based company with a proven track record, further illustrates the township’s commitment to utilizing local resources who do not “cherry pick” areas in order to increase profitability at the expense of citizens who live in rural areas. Much like the Washington Island Electric Cooperative is working towards service for every single member, Baileys Harbor and Nsight will work towards the same goal. No other entity is likely to do this.” See Exhibit 11.

Below are numbers of households and businesses that will have access to the service based on maps developed by the Town and Nsight.

Geographic area: Absolute population numbers in underserved census blocks that will be either partially or completely served based on GIS maps.

Housing Units: Defined as house, apartment, condo etc that is or can be lived in. (occupied + vacant units)	1,518
Total population:	1,035

Likely users that the Town of Baileys Harbor and Nsight believe will have access to the new service based on GIS maps for the fiber to the premise service included in the project.

Number of likely users: Residential customers.	508
Number of likely users: Business and community anchor institutions.	73
Other addresses including Seasonal Residents	937

The new FTTP network will pass 1,518 addresses including households, businesses, seasonal residences and other locations. Nsight expects to connect (drops and CPE) at least 254 locations within 2 years of grant award.

Take rate for the net fiber to the premise service over the first two years of service is expected to be 44% of households and businesses (581) so that at least 222 residential households and 32 businesses will be connected to the new service within 24 months of grant award date.

Upon lighting of the new service, Nsight will provide download speeds between 250 Mbps and 1 Gbps and upload speeds between 20 Mbps and 100 Mbps per subscriber to every resident and business location in the Town.

Nsight will offer customers similar pricing as in its other fiber markets. Prices are subject to change but have remained very consistent while speeds have increased for the last decade.

Standard Internet Packages - Current monthly internet pricing is as follows.

Residential:

- 250/20 Mbps: \$39.95/month initial 12 months; \$49.95 thereafter
- 500/50 Mbps: \$59.95/month initial 12 months; \$69.95 thereafter
- 1000/100 Mbps: \$99.95/month initial 12 months; \$109.95 thereafter

Note: An additional \$7.95/month gateway fee is also charged. Standard installation cost is \$19.95 with a 12-month contract; \$110.00 without a contract.

Business:

- 250/20 Mbps: \$54.95/month initial 12 months; \$64.95 thereafter
- 500/50 Mbps: \$104.95/month initial 12 months; \$114.95 thereafter
- 1000/100 Mbps: \$199.95/month initial 12 months; \$209.95 thereafter

Note: An additional \$7.95/month gateway fee is also charged. Standard installation cost is \$19.95 with a 12-month contract; \$110.00 without a contract.

Nsight is participating in the following low-income access programs and will take steps to support adoption of broadband internet service among low-income groups in the new service area.

Low Income program:	Available in the new service area?
Nsight is an eligible telecommunications carrier: Therefore, the proposed broadband service will be available to Lifeline customers.	YES
Nsight is participating in the Affordable Connectivity Program which replaced the Emergency Broadband Benefit Program.	YES
Nsight participates in Department of Public Instruction and CESA purchasing's Digital Learning Bridge.	YES

The Town will work closely with two entities - the Gibraltar Area School District and the Door County Library System and the Town-based McCardle Public Library - to get the word out once the new FTTP network is ready for service and promote connectivity. High-speed, affordable broadband will change the quality of life for many in the Town. The Door County Library System already conducts outreach around the Emergency Broadband Benefit program - now the Affordable Connectivity Program (ACP) and will continue to do so as the new FTTP service is rolled out. The Gibraltar Area School District is uniquely positioned to assist families with ACP awareness and enrollment within the school-age population. Infrastructure and community service run hand in hand in the partnership between Town and Nsight. The Town

chose Nsight as a partner partly because Nsight offers ACP. The school district and library will help the Town get the word out to everyone who needs support. See Exhibits 9 and 10.

- E. **Scalability**. A description of how the proposed project could expand or improve the broadband service it delivers, while maintaining the quality of its broadband service. This description should include specific projected increases in the following parameters that are known at the time of the application:

- The number of users.

Nsight will provide service to at least 254 locations within 24 months of grant award date. The FTTP project is expected to achieve 60% take rate among residential and business locations (581) in the project area by the end of year 4 so that 348 households, businesses, and seasonal residences will be connected to the service. Partners expect that all households and businesses along the route of the new network will eventually connect to the new service. Partners will also connect any seasonal residents that sign up for service.

- The number of network nodes.

The project budget includes customer premise equipment for 254 locations. Town and Nsight will purchase additional CPE for the remaining locations as those are connected. Partners will also purchase additional passive optical network splitters and splitter cabinets as the network grows.

- The number of services provided.

Services are listed in Project Impact above. Nsight continually reviews its service packages and will make changes as needed based on local market conditions. In addition, the new network will be scalable so that partners could in future connect the new fiber network to mesh Wi-Fi routers and rollout a public Wi-Fi broadband internet mesh network in high-traffic public locations within Baileys Harbor similar to the network Nsight will be deploying in the Village of Egg Harbor. If completed, the Town would control the public Wi-Fi service and use it to connect visitors and residents to the internet and promote local services and attractions. Given the outsized portion of the local economy driven by tourism, this element aims to create a better visitor experience which results in longer and more frequent return visits enhancing local economic development.

- The geographic area served by the project.

The new FTTP network will pass 1,518 addresses as illustrated in the project area map. Costs for drops and customer premise equipment connecting 254 locations to the new network are included in the budget summary for this project. Partners may file a grant application in a subsequent grant round to install fiber service drops to the other customer locations along the FTTP route should they sign up for broadband service.

- F. **Economic development**. A description of how the proposed project will promote job growth or retention, expand the property tax base or improve the overall economic vitality of the municipality or region. This description may be supplemented with a letter from one or more persons discussing the potential economic impact the project could have for that individual or business. In scoring this element, the following factors will be taken into account:

If awarded, this grant will enable homeowner associations like The Rushes Condominium Association, the Baileys Harbor Yacht Club, and the Maxwellton Braes resort to address broadband service issues among owners and guests. As Joseph McMahon states in his support letter, "The Rushes Condominium Association Owners have issues of poor Internet access, low speed and high monthly rates, but projects and grants like this can and should correct these issues in the near future." He goes on to write, "Fiber access for all residents will increase employment opportunities and new business startups. Students would have better Internet access for their studies. Tourism will increase with better access similar to what guests are familiar with and have available to them in their home cities. Unfortunately, during the busy tourism season the entire system experiences a slowdown. The pandemic highlighted these deficiencies." Mr. McMahon concludes, "Please give high consideration to the Baileys Harbor Broadband Grant Application to improve Internet access for all of their residents." See Exhibit 4. Matthew Falk, GM at Baileys Harbor Yacht Club Resort agrees. The resort hosts more than 6400 guests annually. However, the local ISP frequently has technical issues due to high demand, which results in lost business and lower property values. In addition, their landline service is unreliable with poor line conditions and frequent disruptions. Moreover, guests expect that appliances with streaming services should be available and work in their suites. He concludes that "As more smart devices find their way into our condos, it will become even more essential to have a fast, reliable internet connection." See Exhibit 14. Maxwellton Braes owners Heather and Bill Anderson state, "We have passed up many rental opportunities over the years as guests aren't interested in renting. It's obviously very frustrating to guests and they don't have internet and they want to watch TV or use the Wi Fi. We have had to discount stays at multiple properties (due to poor internet service)." See Exhibit 15.

The Baileys Harbor Community Association (BHCA) represents over 60 businesses, 10 nonprofits, and 50 community members in Baileys Harbor. It serves as the local "chamber of commerce" and tourism agency. BHCA writes in support of the Baileys Harbor FTTP project saying, "Access to reliable, high-speed internet has become a top concern for our members. Internet that is currently available is not reliable and does not offer the speeds required to support operations. Slow connections have halted the growth of many businesses and prevented everyone's ability to connect with online resources, communities, and even family and friends." See Exhibit 7. They cite the following challenges:

- A lodging establishment had such slow speeds and frequent outages that they were unable to effectively use their online reservation system.
- Multiple restaurant owners experienced slow speeds that prevented them from using their point of sales and online ordering systems.
- Local non-profits have not been able to provide virtual programming, undertake professional development, or connect with their peers due to slow internet speeds.

Julie Schmelzer echoed this sentiment in the Door County Economic Development Corporation (DCEDC) support letter. She stated that "During peak seasons, and hours, access to the internet is void or slow, inhibiting commerce in a predominantly tourism-based town. Baileys Harbor must pursue broadband if they are going to compete with neighboring jurisdictions for

tourism revenue, and, to offer a quality of life many residents expect from the government.” See Exhibit 6.

The Door County Board of Supervisors and the local County Supervisor support the Town of Baileys Harbor FFTP project because they believe it will improve broadband service to the town including enhance access to services for year-round residents and businesses and enhance access to information on attractions, restaurants, and hotels for seasonal visitors. See Exhibits 3 and 16.

The Baileys Harbor Broadband Survey included a question asking respondents why they need high speed broadband, the most frequently cited use was for remote work. Over half of all respondents cited this purpose. Many respondents indicating this need mentioned their likelihood to spend more time in Baileys Harbor, even relocating here full-time in some cases, if high speed broadband were available to them at their residence. This underscores the potential for economic development with a focus on attracting additional year-round residents who can leverage high speed broadband for their work. At home entertainment was the next most frequently cited need. This purpose was often cited with the added advantage of no longer needing to pay monthly subscription satellite TV costs which can be as much as \$150 per month. When balanced against the increased expense by the Town to implement the infrastructure needed for high-speed broadband, the reduction in personal monthly expenses by residents results in a net positive cash flow for the typical household. Other frequently cited uses were basic household tasks (i.e., email, paying bills, connecting to web-based resources like the library, doing personal research, etc.) as well as video chatting and meetings with family, friends, and colleagues. A summary of the survey’s findings is shown below.

Use	% Indicating Need
Remote work and business	55
Streaming	40
Household tasks	29
Video chat/meetings	26
Virtual learning	11
Remote monitoring	7
Telehealth	4
Gaming	4

G. Effect upon broadband service to adjacent areas.

The proposed project will not impair the ability of a broadband service provider or competing broadband service provider to extend broadband service to areas adjacent to the proposed project area. Quite the opposite, the Town project deliberately aligns with the goals of the Door County Broadband Infrastructure Engineering Assessment Report and the project leaders are actively engaged with building collaborations with other county townships around the project details. The goal is for this project to provide a model for others to follow. Robert

Cornell, Manager of the Washington Island Electric Coop, states, “The FTTP efforts in Baileys Harbor will not only position everyone in the township, regardless of location, to receive service, but also provide infrastructure that can be built upon to help neighboring townships provide service in the future as well.” See Exhibit 11.

V. Other information supporting the application. (3.2.5)

- A. A description of applicant’s history or experience constructing broadband communications facilities in the State and elsewhere.

The community of Baileys Harbor takes its name from a cargo ship captain, Capt. Justice Bailey who’s cargo ship encountered a storm and took shelter in the Town’s harbor in 1848. The Federal Government constructed the nearby Cana Island Lighthouse three years later. Located on the shore of Lake Michigan, the area has thousands of acres of wetlands and wilderness, much of it preserved as part of Björklunden, Toft’s Point, the Ridges Sanctuary, and the Mud Lake Wildlife Area. Birding and hiking are at their very best at the Ridges Sanctuary at Baileys Harbor. The Ridges, a privately held wildflower preserve, includes the Baileys Harbor Rangelight and Lighthouse, and a beautiful sand beach that’s open to the public. As Executive Director Andy Gill states in his letter of support, “The Ridges is also one North America’s premier orchid research institutions. We have researchers from across the continent that travel to The Ridges to study our native orchid population. Unfortunately, our internet doesn’t allow visiting researchers to access online databases or connect with their home institutions. We could host more researchers and share more valuable data with broadband service.” See Exhibit 18.

As explained below, the Town possesses experience securing low interest rate bonds and expects to be able to cover their pledge towards the FTTP project. In addition, The Town has already committed the use of it’s American Rescue Plan Act (ARPA) and other local funds to the engineering analysis that is the basis for construction planning.

As a premier communications provider, Nsight is proud of its heritage, Wisconsin-based ownership, and reputation as an active corporate citizen. Brown County CLEC and Nsighttel Wireless, LLC (“Cellcom”) are subsidiaries of the Holding Company, Northeast Communications of Wisconsin (NECW). The company has provided essential local telephone service since 1910. Today, the Nsight family of companies includes subsidiaries Nsight Telservices, Cellcom, Nsight Tower and Glas. Nsight employs more than 740 people in the state, including technical staff that builds and maintains its network and local customer service teams to support its customers.

Nsight Telservices operates as a facilities-based Competitive Local Exchange Carrier (CLEC) offering customized enterprise solutions including services scalable to 200 Gbps. With nearly 4,000 route miles of fiber optic cable which includes the fiber optic backbone within the Town and connections to major metropolitan areas, the company provides resilient and redundant fiber-based data and voice services to some of the largest enterprises in Wisconsin.

Under the Nsight Telservices and Cellcom brands, the company offers residential internet and voice services in the Shawano, Pulaski, Abrams, Niagara, Florence, Newton, Oconto, Oconto

Falls, and Two Rivers and Luxemburg communities. The company operates fiber distribution networks in seven distinct markets and is the rural Local Exchange Carrier (LEC) in 15 telephone exchange markets. The company's monthly churn rate for internet services averages less than .65 percent, indicating customer satisfaction. Overall market penetration for internet service is 43 percent.

The most recent fiber expansion was a partnership with the Village of Luxemburg. In March of 2021, the Village of Luxemburg chose Cellcom to bring fiber to residents and businesses in the community, citing the company's responsiveness and willingness to get the project underway so the community could begin reaping the benefits over the next two years. Cellcom delivered on its promise with installations starting in November of 2021. The public-private partnership will bring fiber internet with speeds up to a gigabit to nearly 1,200 addresses by the end of 2022.

Nsight regularly invests in its existing network with funds budgeted annually to upgrade customers in established territories. The company always installs fiber in new construction areas within existing territories (i.e. new subdivisions) and takes a fiber-first approach for repairs and maintenance of its existing network, seeking to upgrade copper infrastructure to fiber whenever it is feasible. Additionally, if scenarios do not allow for fiber installation immediately, Nsight installs conduit to prepare for fiber in the future.

Nsight has a proven track record of operating, maintaining and continually investing in its network. Key organizational capabilities and network highlights include:

- Middle-mile interconnection to strategic cities in the region
- Major metro-fiber routes with lateral buildouts
- Optical network supports 38 Tbps of traffic per span, with up to 400 Gbps per channel
- Geo-diverse core and aggregation routers to provide the highest level of network resiliency and uninterrupted service
- Local control of splicing equipment
- Network Management Center (NMC) with access to technical staff and engineers 24/7

Nsight is committed to growing its business in a thoughtful, forward-thinking and, above all, caring way. Guided by the belief that the business must give back to the communities it is privileged to serve, Nsight is actively involved in and supports organizations that embody the company's values and extend our mission. For more details see <https://www.nsignal.com/community>.

Subsidiaries of NECW, including Brown County CLEC, have completed five PSCW Broadband Expansion Grant projects.

				Type of Broadband Technology Used	Facility Route built	Number of customers
1	Round	PSC Filing #	Project Description			
2	FY2018 II	336475	Oconto Falls Business Park Fiber	Last Mile Fiber Build	2.2 Miles	33
3	FY2018 II	336445	Sheboygan County Highway O Fiber	Middle Mile Fiber	7.5 Miles	6
4	FY2019	346426	Fiber to Washington Island	Middle Mile Fiber	4.4 Miles	N/A. Submarine Cable
5	FY2019	346357	Champion Fixed Wireless	CBRS Fixed Wireless	CBRS on one tower	26
6	FY2019	346317	Calumet County Regional Fiber Build	Middle Mile Fiber	16 Miles	6

Nsight is currently working to complete three additional PSCW Broadband Expansion Grant projects.

Nsight FY2020 Awards.									
Round	PSC Filing #	Applicant	Project Description	Grant Amount Requested	% of total Project Cost	Nsight Matching Funds	Partners' Matching Funds	Total Cost of Project	PSCW Funded, Y/N.
FY2020	380943	Nsight	#1 Egg Harbor Public Broadband Network. WiFi for Village of Egg Harbor.	\$ 48,960.00	60%	\$ 17,640.00	\$ 15,000.00	\$ 81,600.00	Ongoing
Nsight FY2021 Award									
FY2021	400624	Nsight	#1 Fiber to Washington Island Phase II	\$ 297,603.00	40%	\$ 181,500.00	\$ 264,904.00	\$ 744,007.00	Ongoing
FY2022 ARPA Award									
FY2022	416832	Town of Liberty Grove	Northport FTTH Pilot Project	\$ 318,500.00	50%	\$ 73,500.00	\$ 245,000.00	\$ 637,000.00	Ongoing

- B.** A description of how the proposed project will or will not duplicate existing broadband infrastructure.
This project will not duplicate existing broadband infrastructure since there is currently no other FTTP service serving the entire community. Broadband does not exist in The Town given the FCC definition of what constitutes broadband and the current speeds of available services.

- C.** A description of an applicant's financial ability to undertake the proposed broadband construction project.
The Town of Baileys Harbor is incorporated as a Town in the State of Wisconsin. It is a financially stable community with an equalized value (TID IN) of \$506,334,900 as of 2019. The Town does have a good Moody's rating which was achieved with bonding for the town's new fire station. This rating will help them to secure a low interest rate loan to cover their pledge towards the FTTP project. The Town has identified the Board of Commissioners of Public Lands State Trust Fund Loan Program as its likely debt vehicle. One of the added benefits of this source of funds is that interest paid replenishes the Common School Fund, the single source of school library funding for every public school district in the state.

Brown County CLEC is a subsidiary of the Holding Company, Northeast Communications of Wisconsin (NECW). NECW was founded in 1910 and has grown to be a large regional wireless and wireline communications provider based in Wisconsin with over \$300 million in assets and with more than enough funds to complete the project.

- D.** A description of how the proposed project will affect the ability of individuals to access health care service from home, including any impact upon the costs of those services.
With the COVID-19 pandemic unfolding in the past two years, Door County Medical Center ("DCMC") implemented new technologies to help keep patients safe and informed.

Technologies such as electronic registration online, virtual visits, and electronic reporting of COVID results through the patient portal were created with the patient in mind. However, as DCMC CIO Erick Schrier writes in his support letter, the Medical Center understands that many of the residents in the Town are not able to use many of these offerings due to poor internet quality. This puts their patients at risk as they must travel to the clinic in order to receive the care they deserve. The new FTTP internet service will strengthen quality and reliability of internet service in the Town thereby improving the outcomes for the local DCMC patient population. See Exhibit 22, Letter of Support from Erick Schrier, CIO, Door County Medical Center.

- E. A description of how the proposed project will affect the ability of students to access educational opportunities from home.

The Gibraltar Area School District supports the Baileys Harbor project specifically for the purpose of facilitating learning at home. After spending far too much money on technologies to enable remote learning during the pandemic, the District understands the permanence of solving the problem with a fiber solution. The District and Town are in discussions about how the flexible use of federal education funds may be used to augment the fiber project. One possible use is the cost of service lateral drops for every student or staff household within the Town. The school district is also a partner on the project in terms of helping families access the Affordable Connectivity Program. See Exhibit 10.

The Ridges Sanctuary is a world renowned environmental education facility. It sits adjacent to Toft Point, another environmental gem, whose stewardship falls to UW-Green Bay. Both institutions advocate on behalf of the project in order to promote the lifelong, community learning and research high speed broadband would afford them and those they serve. See Exhibits 17 and 18.

The Door County Board of Supervisors passed a Resolution supporting the Town of Baileys Harbor project because they believe that it will enhance the ability of students to access educational opportunities from home. See Exhibits 3 and 16.

- F. A description of actions taken by a city, village, town, or county in support of the grant application that have not been discussed in the context of a public-private partnership above.

The Town of Baileys Harbor residents have been working tirelessly to bring acceptable broadband infrastructure to the community. The Town broadband committee members have focused their volunteer time on the rural broadband problem within Door County and the Town of Baileys Harbor. They want to upgrade end-of-life copper and slow fixed wireless broadband internet services to fiber to eliminate the poor service and high costs for existing internet access. They worked to partner with Nsight and are pursuing the FTTP solution very aggressively. The Town broadband committee chairperson participated on the DCEDC Door County Broadband Assessment committee and helped compile their report which lays out the issues along with possible solutions. The Town broadband committee members have also spoken to many other towns across the county and other organizations, too, about possible solutions. The Town broadband committee strongly believes that improving broadband service in rural Door County is doable, but it requires local investments much like other public infrastructure investments, e.g., roads, sewage treatment facilities, schools, fire stations, marinas, and libraries.

The Town broadband committee worked closely with the Town Board and Nsight to apply for this grant. In addition to attending weekly grant meetings, committee members have reached out to all the various stakeholders to obtain their letters of support. Among the supporters are Door County, Gibraltar Area School District, the Door County Library System, and Door County Medical Center. Each supplied a letter for this application, and Door County even made a significant financial contribution to the matching fund.

The DCEDC complimented the Town of Baileys Harbor for these efforts. As Julie Schmelzer states in her support letter, “We at the Economic Development Corporation applaud your efforts for pursuing infrastructure that will benefit all demographics and industries in your town, and, support all efforts to secure the funding to lead the county in meeting their infrastructure goals.” See exhibit 6.

The attached DCEDC infographic demonstrates the Town’s commitment to the county-wide effort to bring high speed, affordable broadband to the entire county. The DCEDC Technology Committee created this infographic and it aligns with the Engineering Assessment Report. See Exhibit 21.

- G. Letters and messages in support of the application submitted by prospective customers, local government officials, and other interested persons.
- **Brigid Riordan, CEO, Nsight. Letter of Support. See Exhibit 2.**
 - **Joseph McMahon, The Rushes Condominium Association. Letter of Support. See Exhibit 4.**
 - **John Leach, President, Kangaroo Lake Homeowners Association. Email letter of support. See Exhibit 5.**
 - **Julie A. Schmelzer, Director of Business Development, Door County Economic Development Corporation. Letter of Support. See Exhibit 6.**
 - **Andy Gill, President, Baileys Harbor Community Association. Letter of Support. See Exhibit 7.**
 - **Tina Kakuske, Director, Door County Library System. Letter of Support. See Exhibit 9.**
 - **Tina Van Meer, Superintendent, Gibraltar Area School District. See Exhibit 10.**
 - **Robert Cornell, Manager, Washington Island Electric Co-operative. Letter of Support. See Exhibit 11.**
 - **Joel Kitchens, State Representative, 1st Assembly District. Letter of Support. See Exhibit 12.**
 - **Andre Jacque, State Senator, 1st Senate District. Letter of Support. See Exhibit 13.**
 - **Matthew Falk, GM, Baileys Harbor Yacht Club Resort. Letter of Support. See Exhibit 14.**
 - **Heather and Bill Anderson of Maxwelton Braes Resort Letter of Support, Exhibit 15.**
 - **Robert Bultman, 8073 State Highway 57 Baileys Harbor, Supervisor, District 19. Door County Board of Supervisors. Email of support. Exhibit 16.**
 - **Michael Alexander, Chancellor, University of Wisconsin Green Bay. Letter of Support. Exhibit 17.**
 - **Andy Gill, Executive Director, The Ridges Sanctuary. Letter of Support. See Exhibit 18.**
 - **Tracey Vreeke, Director, Nicolet Federated Library System. Letter of Support. See Exhibit 19.**
 - **Mike Gallagher, Member of Congress. Letter of Support. See Exhibit 20.**

- H. Any other equitable factor that the applicant desires to discuss, including one or more of the factors in Wis. Stat. § 196.03(6) that the applicant believes its project would advance.

The Town of Baileys Harbor will work closely with the Gibraltar Area School District and the Door County Library System and the Town-based McCardle Library on outreach when the new FTTP network is ready for service to promote connectivity. See Exhibits 9 and 10. High-speed, affordable broadband will change the quality of life for many in the Town of Baileys Harbor. The Door County Library System already conducts outreach around the Emergency Broadband Benefit program - now the Affordable Connectivity Program (ACP) and will continue to do so as the new FTTP service is rolled out. The Gibraltar Area School District is uniquely positioned to reach families with students to build awareness of the ACP and to help them navigate enrollment. Infrastructure and community service run hand in hand in the partnership between Town and Nsight. Town of Baileys Harbor chose Nsight as a partner because they offer ACP. The Town will work with the public library and Nsight on developing and implementing community training materials to help users with the transition to digital internet resources like video streaming.

Exhibit 1: Memorandum of Understanding Between the Town of Baileys Harbor and Nsighttel Wireless, LLC. (d/b/a Cellcom) Both Nsight and Cellcom are subsidiaries of the Holding Company, Northeast Communications of Wisconsin (NECW).



**MEMORANDUM OF UNDERSTANDING BETWEEN THE TOWN OF BAILEYS HARBOR
AND NSIGHTTEL WIRELESS, LLC. (d/b/a Cellcom)**

The Town of Baileys Harbor ("Town") agrees to partner with Nsighttel Wireless, LLC ("Cellcom") for a fiber-to-the-premise ("FTTP") grant proposal that the Town is considering submitting to the Public Service Commission of Wisconsin ("PSC") under the Broadband Expansion Grant Program for the FY2022 grant cycle.

The Town is considering applying for an FY2022 PSCW Broadband Expansion Grant to deploy a scalable FTTP service that will provide fiber based broadband internet service with download speeds between 250 Mbps and 1 Gbps per subscriber to every resident and business location in the Town.

The Town is considering applying for a grant in the amount of approximately \$1,890,000 from the PSCW. If awarded a grant, the Town would pay all fiber project vendor and contractor invoices submitted to the Town by Cellcom for this project. The parties would attempt to have the Town only pay invoices for labor and non-physical assets such that the Town does not take possession or ownership of any assets or components of the project. However, should the Town take possession or ownership of any assets, the Town agrees to sell those assets to Cellcom in the aggregate for \$1.00 and other good and valuable consideration as agreed upon between the parties. If necessary, the Town and Cellcom will sign an Asset Purchase Agreement transferring any assets or components of the project to Cellcom upon project completion.

The Town and Cellcom agree that, should the PSC award the Town a grant, Cellcom will have financial, billing, and operational control over the FTTP network after the project is completed, and, if necessary, an Asset Purchase Agreement is signed. Cellcom will design, engineer and construct the new network. Cellcom may, at its sole discretion, hire contractors to design and build the FTTP network and will own and operate it after the project is completed. Cellcom will make a connection to the new FTTP network, provide internet backhaul, complete installs and disconnects at customer premises, handle billing, and maintain the new network. Should the PSC award the Town a grant, it is estimated that Cellcom will contribute \$400,000 to the project.

Cellcom supports the partnership and, if the Town applies for a grant, actively endorses the Town of Baileys Harbor's application for the purpose of building the proposed fiber network.

Submitted this 14 day of March, 2022

Handwritten signature of Haley Adams in black ink.

Haley Adams, Clerk
Town of Baileys Harbor
2392 CTH F PO Box 308
Baileys Harbor WI 54202

Handwritten signature of Robert Webb in black ink.

Robert Webb, VP of Innovative Operations
Cellcom
450 Security Blvd
Green Bay, WI 54313

Exhibit 2: Letter of Support from Brighid Riordan, CEO, Nsight Telservices.



Steffany Powell Coker
Secretary to the Commission
Public Service Commission of Wisconsin

Dear Ms. Powell Coker,

March 16th, 2022.

Nsight actively supports the Town of Baileys Harbor ("The Town") application for an FY2022 PSCW Broadband Expansion Grant to partner with Nsight and deploy a fiber-to-the-premise (FTTP) broadband network service passing 1,518 addresses in The Town and connecting to at least 254 locations.

Nsight has 112 years of experience providing rural communities and local businesses with leading technology, flexible communication solutions and extraordinary customer care. Nsight's continued growth is spurred by ever-evolving consumer demands and their desire to partner with a trusted, local telecommunications provider. Meeting the needs of its customers in a personalized manner is the company's top priority and has been at the heart of the organization since its humble beginning in 1910. Our customers describe Nsight with terms such as 'high-quality work,' 'honest,' 'transparent,' 'trustworthy' and 'incredibly professional.'

The company's fixed communication group consists of both rural local exchange carrier (LEC) and fixed enterprise operations. Its rural LEC territory covers approximately 15 telephone exchanges in northeast and east central Wisconsin. Nsight's rural LEC operation provides high-speed internet, in addition to traditional fixed telephone services and television. Nsight also operates and maintains residential FTTP networks in various portions of its network footprint. As a leading communications provider in the state of Wisconsin, Nsight has a proven track record of operating, maintaining and continually investing in its network. Key organizational capabilities and network highlights include approximately 3,924 route miles of fiber-based network, middle-mile interconnection to strategic cities in the region, and geo-diverse core and aggregation routers to provide the highest level of network resiliency and uninterrupted service.

Nsight is confident that it can complete the Town of Baileys Harbor FTTP project. Nsight completed five PSCW grant funded projects and is working to complete three additional grant-funded projects. As with these projects, Nsight will design, engineer, and construct the new network. Nsight will hire contractors to design and build this last mile FTTP network and will operate it after the project is completed. Nsight will make a connection to the new network, provide internet backhaul, complete customer premise installs and disconnects and handle billing and network maintenance.

Since our founding in 1910, 112 years ago on March 10th, Nsight has been rooted in rural service. It is both our pleasure and our mission to serve the communities in Rural Wisconsin. We know that individuals who choose the quality of life that is offered by small, close-knit communities still want access to the same technical amenities found in metropolitan areas. Therefore, Nsight supports the OCEDC FY2022 grant application and pledges **\$400,000** in financial support for the proposed project contingent on the grant award and completion of the last-mile fiber build.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brighid Riordan".

Brighid Riordan, CEO

450 Security Blvd. P.O. Box 19079 Green Bay, WI 54307 P: 920.617.7000 F: 920-617-7018 www.nsignal.com

Nsight Telservices • Cellcom • Glas

Exhibit 3: Door County Board of Supervisors Resolution in Support of Town of Baileys Harbor & Brown County C-LEC's (DBA: Nsight Telservices) PSCW FY2022 Broadband Expansion Grant for Town of Baileys Harbor FTTP network.



DOOR COUNTY

ROLL CALL Board Members	Aye	Nay	Exc.
AUSTAD	<input checked="" type="checkbox"/>		
BEARDSLEY	<input checked="" type="checkbox"/>		
BULTMAN	<input checked="" type="checkbox"/>		
CHOMEAU	<input checked="" type="checkbox"/>		
COUNARD	<input checked="" type="checkbox"/>		
D. ENGLEBERT	<input checked="" type="checkbox"/>		
R. ENGLEBERT	<input checked="" type="checkbox"/>		
ENIGL	<input checked="" type="checkbox"/>		
FISHER	<input checked="" type="checkbox"/>		
GAUGER	<input checked="" type="checkbox"/>		
GUNNLAUGSSON	<input checked="" type="checkbox"/>		
HEIM PETER	<input checked="" type="checkbox"/>		
KOHOUT	<input checked="" type="checkbox"/>		
LIENAU	<input checked="" type="checkbox"/>		
LUNDAHL	<input checked="" type="checkbox"/>		
NORTON	<input checked="" type="checkbox"/>		
ROBILLARD	<input checked="" type="checkbox"/>		
RUSNAK	<input checked="" type="checkbox"/>		
THAYSE			<input checked="" type="checkbox"/>
VIRLEE	<input checked="" type="checkbox"/>		
VOGEL	<input checked="" type="checkbox"/>		

BOARD ACTION

Vote Required: Two-Thirds of Entire Membership

Motion to Approve Adopted ☒
 1st Bultman Defeated ☐
 2nd Norton
 Yes: 20 No: 0 Exc: 1

Reviewed by: [Signature], Corp. Counsel
 Reviewed by: [Signature], Administrator
FISCAL IMPACT: Door County will be contributing \$25.00 per address for all eligible Municipalities with an estimated total contribution of \$433,950 coming from the ARPA Funds. STW

Certification:

I, Jill M. Lau, Clerk of Door County, hereby certify that the above is a true and correct copy of a resolution that was adopted on the 22nd day of February, 2022 by the Door County Board of Supervisors.

[Signature]
 Jill M. Lau
 County Clerk, Door County

Resolution No. 2022-14

**SUPPORT FOR NSIGHT TELESERVICES LLC PSCW
 FY2022 BROADBAND EXPANSION GRANT APPLICATION
 (TOWN OF BAILEYS HARBOR)**

TO THE DOOR COUNTY BOARD OF SUPERVISORS:

WHEREAS, improved broadband development in Door County's unserved and underserved areas, such as the Town of Baileys Harbor (hereafter "Town") constitutes a public purpose.

WHEREAS, the proposed project matches the recommendations from the 2021 Broadband Infrastructure Engineering Assessment Report for Door County which encourages Fiber To The Premise (FTTP), projects that are scalable (i.e., can be expanded upon), and projects that are collaborative.

WHEREAS, Door County recognizes the need for, and is willing to work with Nsight Teleservices toward, broadband service expansion to the Town.

WHEREAS, the proposed project will improve broadband service to the Town, by enhancing:

- individual's ability to access health care service from home,
- student's access to remote educational opportunities,
- services for year-round residents and businesses, and
- access to information on attractions, restaurants, and hotels for seasonal visitors.

WHEREAS, the Town has partnered with Nsight Teleservices, and fully supports the proposed project, which will potentially serve 1,518 addresses (i.e., households or businesses).

WHEREAS, the contemplated public-private partnership between Nsight Teleservices and Door County, and the County's planned pledge of financial support, are intended to increase the competitiveness and likelihood of success for Nsight Teleservices' Public Service Commission Fiscal Year 2022 Broadband Expansion Grant application and the proposed project.

NOW, THEREFORE, BE IT RESOLVED, by the Door County Board of Supervisors ("County Board"), that it fully supports Nsight Teleservices' Public Service Commission of Wisconsin Fiscal Year 2022 Broadband Expansion Grant Application and the proposed project as described above.

BE IT FURTHER RESOLVED, that the County Board intends to pledge up to twenty five dollars (\$25.00) per address (i.e., household or business) actually served in financial support for the proposed project, contingent upon the grant award and funds being disbursed to applicant within twelve months of date the grant award is accepted.

SUBMITTED BY: ADMINISTRATIVE COMMITTEE & FINANCE COMMITTEE

[Signature] David Lienau
 Administrative Committee Chairperson
[Signature] Ken Fisher
[Signature] Daniel Austad
[Signature] Daniel Austad
[Signature] Joel Gunnlaugsson
[Signature] Susan Kohout
[Signature] Nancy Robillard
[Signature] Richard Virlee
[Signature] David Englebert
 Finance Committee Chairperson
[Signature] Daniel Austad
[Signature] Elizabeth Gauger
[Signature] Alexis Heim Peter
[Signature] Susan Kohout
[Signature] Nancy Robillard
[Signature] Dale Vogel

Exhibit 4: Letter of Support from Joseph McMahon, Assistant Manager, The Rushes Condominium Association.

February 21, 2022

To Whom It May Concern,

This letter is in support of the Baileys Harbor Township application for a Broadband Grant in March 2022. The Baileys Harbor Town Board and the Baileys Harbor Broadband Ad Hoc Committee have been working diligently on their application for months.

The survey responses from their residents are unbelievable, but a person can understand why they are so supportive of this project. The poor Internet accessibility for the Baileys Harbor residents is typical of most Wisconsin rural areas. The service speeds are low, the quality is low and the monthly rates are high. Baileys Harbor residents and visitors alike need and should have increased speeds and improved quality at a reasonable cost.

The Rushes Condominium Association Owners have these same issues of poor Internet access, low speed and high monthly rates, but projects and grants like this can and should correct these issues in the near future.

Fiber access for all residents will increase employment opportunities and new business startups. Students would have better Internet access for their studies. Tourism will increase with better access similar to what guests are familiar with and have available to them in their home cities. Unfortunately, during the busy tourism season the entire system experiences a slowdown. The pandemic highlighted these deficiencies.

Please give high consideration to the Baileys Harbor Broadband Grant Application to improve Internet access for all of their residents.

Sincerely,

Joseph B. McMahon
Assistant Manager, The Rushes Condominium Association

Exhibit 5: Email letter of support from John Leach, President, Kangaroo Lake Homeowners Association.

----- Forwarded message -----

From: John Leach <wascojrl@aol.com>
Date: Sun, Feb 20, 2022, 2:01 PM
Subject: Door County WiFi experiences
To: kkiefer18@gmail.com <kkiefer18@gmail.com>

Good morning Kurt,

Because you are so much involved in getting acceptable WiFi into Baileys Harbor I thought that I would tell you some of my experiences. I currently use Door County Broadband to supply my WiFi needs. I pay a very large amount of money, \$75.00 per month, for what amounts to a download speed of 8 Mbps and an upload speed of 2.5Mbps. This works OK for downloading some music and maybe a movie but when multiple persons get onto our internet, we begin to have major delays and problems. I have personally had instances of Zoom calls being interrupted and download of files, pictures, and videos not working. Currently, I have a portion the security system (the ring doorbell and camera) of my home on Kangaroo Lake not working because of lost internet connection. In my position as President of the Kangaroo Lake Association with over 160 members around the lake, I often hear the complaints of residents who report many of the same problems that I have experienced...some even worse such as not even able to get onto a Zoom meeting or just total disruption and lack of ability to make any connection. Two years ago, after hearing many complaints, our association decided to conduct a survey of our members. Some of the key results are as follows:

- Approximately 1/3 of our members responded to the survey.**
- No surveyed household reported receiving a land based signal fast enough to be considered broadband(>25mbps).**
- Households with faster speeds from satellites reported an inability to video conference due to signal delays (latency) and issues of data caps.**
- Wireless broadband connections were seen mainly in the south and east lake locations with reported download speeds of from 3Mbps to 12Mbps.**
- 59% of respondents desire year round service.**
- 58% reported reliability issues.**
- 59% are not satisfied with their current service. Several reported an inability to work at home with their present internet.**
- 95% of respondents support efforts to improve the quality of their internet service.**

Although much of the above survey information was forwarded to the Baileys Harbor Town Board two years ago, I did not think that a little repetition would matter and it hopefully, will support the efforts of you and your broadband committee.

Please advise if we can be of any additional assistance. I look forward to seeing you next spring and thank you so much for your work and dedication to bringing quality internet service to Door County and specifically, Baileys Harbor.

John

**John Leach
239-293-6897 (Mobile)
wascojrl@aol.com**

Exhibit 6: Letter of Support from Julie A. Schmelzer, Director of Business Development, Door County Economic Development Corporation.



February 23, 2022

Town of Baileys Harbor
Haley Adams, Clerk
2392 Cty Hwy F
Baileys Harbor, WI 54202

Re: Grant Application

Dear Ms. Adams:

I am writing this letter in support of the grant application for funding assistance to expand broadband into the Town of Baileys Harbor. This past year the Door County Economic Development Corporation commissioned a Broadband Infrastructure Engineering Assessment and found there are many areas with no access to internet services, there is little to no competition for areas with service, and the lack of broadband infrastructure is negatively affecting economic prosperity.

Expanding broadband infrastructure is critical for the predominantly senior population in Door County. Without access to tele-health services, many seniors are not readily able to access healthcare services, especially in the more remote areas of the county. Students need broadband for education, and businesses need access for simple tasks, like processing purchase payments. During peak seasons, and hours, access to the internet is void or slow, inhibiting commerce in a predominantly tourism-based town. Baileys Harbor must pursue broadband if they are going to compete with neighboring jurisdictions for tourism revenue, and, to offer a quality of life many residents expect from the government.

The municipalities, businesses, non-profit agencies, and countless volunteers have been working together for the past two years to assess the county's broadband situation and together have formulated goals for all municipalities. By working collaboratively we can ensure not just Baileys Harbor, but the entire county, becomes connected and can have reliable high speed internet. We at the Economic Development Corporation applaud your efforts for pursuing infrastructure that will benefit all demographics and industries in your town, and, support all efforts to secure the funding to lead the county in meeting their infrastructure goals.

Sincerely,


Julie A. Schmelzer
Director of Business Development

185 East Walnut Street • Sturgeon Bay, Wisconsin 54235
920.743.3113 • doorcountybusiness.com • livedoorcounty.org

Exhibit 7: Letter of Support from Andy Gill, President, Baileys Harbor Community Association.



March 3, 2022

To Whom It May Concern,

Please accept this letter of support for the Baileys Harbor broadband expansion grant on behalf of the Baileys Harbor Community Association (BHCA). We appreciate the opportunity to lend our full support to this effort.

Our organization represents over 60 businesses, 10 nonprofits, and 50 community members in Baileys Harbor. We strive for Baileys Harbor to be a vibrant community that offers a premier visitor experience and is a place our residents are proud to call home.

Access to reliable, high-speed internet has become a top concern for our members. Internet that is currently available is not reliable and does not offer the speeds required to support operations. Slow connections have halted the growth of many businesses and prevented everyone's ability to connect with online resources, communities, and even family and friends.

Just in the last year I have spoken with our members about the following issues related to our current internet challenges:

- A lodging establishment had such slow speeds and frequent outages that they were unable to effectively use their online reservation system.
- Multiple restaurant owners experienced slow speeds that prevented them from using their point of sales and online ordering systems.
- Local non-profits have not been able to provide virtual programming, undertake professional development, or connect with their peers due to slow internet speeds.
- Local parents struggled to provide quality at-home learning for their children because they could not access online learning tools.

Our community is falling behind because of these challenges. Access to broadband would improve our business climate, support community learning, and make Baileys Harbor an even better place to live.

On behalf of our entire organization, thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads 'Andy R. Gill'.

Andy Gill

President, Baileys Harbor Community Association

Exhibit 8: Town of Baileys Harbor Resolution.

TOWN OF BAILEYS HARBOR RESOLUTION #2022-02

Resolution Supporting Town of Baileys Harbor PSCW Broadband Expansion Grant Application for Fiscal Year 2022

WHEREAS, the Town of Baileys Harbor ("The Town"), is a rural community located on the northeastern side of the Door County peninsula which has minimal access to Broadband Internet services. The Town suffers from poor service from a historically under-resourced landline service provider; and

WHEREAS, Wisconsin Department of Public Instruction (WDPI) completed a survey to determine the percent of students with unreliable streaming video by school district. 46.1% of students in Gibraltar School District reported having partially or completely unreliable internet access where they live. 93.8% have issues with interruptions or quality. A Door County broadband assessment further analyzed roughly 20,000 speed tests coordinated by the WDPI and affirmed the low speeds, especially among providers serving the Town. To augment the county assessment, a recently completed Baileys Harbor Broadband Survey reported that speeds are particularly low in Baileys Harbor. Numerous respondents reported download speeds less than 5Mbps and upload speeds less than 600Kbps along with unreliable service, daily interruptions, and outages lasting several hours. These data demonstrate that the entire project area is unserved notwithstanding the fact that the project area lies within census blocks that are designated as served or underserved on the Wisconsin Broadband Map.

WHEREAS, the limited availability of high-speed, reliable internet service in The Town is a major roadblock to sustaining existing and attracting new economic development. The lack of high-speed, reliable internet service also limits the citizens and visitors from accessing critical technology for education, communication, medical devices and government services and local businesses from processing customer transactions in a timely manner; and

WHEREAS, The Town estimates that deploying Fiber To The Premise ("FTTP") to the entire town will cost \$5.25 million and must offset some of this cost with a PSCW broadband expansion grant to make the project viable. The Public Service Commission is currently accepting grant applications for FY2022 round of PSCW Broadband Expansion grant program; and

WHEREAS, The Town explored possible public/private partnership opportunities and decided to partner with experienced telecom Nsighttel Wireless, LLC ("Cellcom") to deploy a scalable FTTP service that will provide fiber-based internet service with download/upload speeds between 250 Mbps and 1 Gbps per subscriber to every home, business, and community anchor institution in the Town. The two partners signed a Memorandum of Understanding outlining the terms of this partnership; and BE IT HEREBY RESOLVED, the Baileys Harbor Town Board supports the Town's FY2022 PSCW Broadband Expansion Grant and pledges \$2,922,050 towards the total project cost contingent on grant award. The town is requesting a PSCW FY2022 Broadband Expansion Grant in the amount of \$1,890,000.

Passed and adopted this 14th day of March 2022.



Haley Adams, Town Clerk

Exhibit 9: Letter of support from Tina Kakuske of the Door County Library System.



Tina Kakuske, Director
Door County Library
107 S 4th Ave.
Sturgeon Bay, WI 54235
tkakuske@co.door.wi.us

March 4, 2022

Public Service Commission of Wisconsin
P.O. Box 7854
Madison, Wisconsin, 53707-7854

To Whom It May Concern:

I am the Director of the Door County Library, comprised of eight branches throughout Door County, including one in Baileys Harbor. I write to express my support for the Baileys Harbor Fiber-to-the-Premise (FTTP) Broadband Expansion grant application which seeks to expand broadband access to Baileys Harbor in Door County.

Baileys Harbor, once on the underdeveloped side of the Door peninsula, is now experiencing economic growth never seen before. Along with longstanding agricultural activities, new restaurants, breweries, and shops have sprung up, turning this sleepy town into a hot spot for tourism and new residents. However, the lack of affordable and reliable high-speed internet threatens its continued growth and success.

As the pandemic has highlighted, high-speed, reliable internet service is a critical utility for everyone. Local school children rely on it for their studies, both within and outside of structured class time. Door County's robust retirement community is full of active lifelong learners. Additionally, its seasonal nature places additional demands on infrastructure during the spring, summer, and fall months when new workers arrive, businesses begin to open their doors and the tourists arrive.

At the Door County Library, we were excited to have the Federal Government begin to provide financial assistance for low-income community members through the Emergency Broadband Benefit program (now the Affordable Connectivity Program). We eagerly began to publicize this program to as many patrons and community members as possible. However, we quickly realized that the program fails to have any real impact if it makes high-speed internet *affordable*, but the only internet service available is *unreliable*.

With the growing reliance on affordable and reliable high-speed internet, the patrons in Door County deserve not to be left behind as the digital divide continues to widen. Therefore, I submit this letter in support of this crucial project that will benefit Baileys Harbor, Door County and the state of Wisconsin.

Sincerely,

Tina Kakuske, Director

Exhibit 10: Letter of Support, Tina Van Meer, Superintendent, Gibraltar Area School District.

Gibraltar Area Schools

3924 Hwy. 42, Fish Creek, WI 54212-9755
Phone: 920-868-3284 Fax: 920-868-2714 www.gibraltar.k12.wi.us

March 7, 2022

Haley Adams, Town Clerk
Baileys Harbor Township
2392 County F
Baileys Harbor, WI 54202

Dear Ms. Adams,

It is with great pleasure that we write this letter of support on behalf of the Baileys Harbor Township application for a Wisconsin Public Service Commission Broadband Expansion Grant to construct a fiber to the premise project that will serve every resident and business in the Town.

The pandemic laid bare the need for high speed broadband that supports video streaming, a requirement for every student as we shifted to remote learning. The current service levels in much of the District's attendance area cannot do this, and, in fact, do not reach the definition of true broadband internet. This is especially true in Baileys Harbor Township based on the extensive number of speed tests and survey responses from our parents. During the past two school years, the school district has spent a significant sum on attempting to provide connections during the pandemic, but these are expensive, created problems with data cap restrictions, and still often did not maintain a quality connection. What Baileys Harbor is proposing - a fiber network to every address including every household with school age students and staff members - assures that we will no longer have to send good money after bad in trying to fix the issue. We can easily assume the solution will last several generations - just as the solution to rural electrification and telephone had done for our current students' grandparents and great-grandparents.

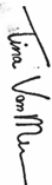
The world of education has shifted to digital just like every other sector in our economy and society. Even our "bricks and mortar" learning environments are digitally enabled now more than ever. Learning does not stop at the conclusion of that day, and students must be able to connect in the evenings and on weekends to access digital content and continue their learning. Digital learning also enables connections everywhere across our region, state, nation, and world, bringing the expertise of so many to our students and professionals in Northern Door County. In this manner, it also addresses the equity gaps that exist between our community's students and those who learn within communities with larger populations.

Our school district has done - and will continue to do - significant community outreach to ensure all students and families have access to broadband affordability programs. We did this throughout the pandemic and it will continue now that the federal government has made the Affordable Connectivity Program permanent. The district staff knows our families on a personal basis and have the relationships needed to ensure these families are equitably served by accessing these programs. We commit to building the awareness of the program offered through the Baileys Harbor internet service provider partnership.

The district is currently evaluating how it may contribute federal funds it has that may be used for the Baileys Harbor fiber network project. One option we have begun exploring is to cover the cost of the service lateral connections to every student and staff household within the Town. This is analogous to the expense incurred by the District during the pandemic for temporary data services provided to these households. The difference with this project is that the service actually results in truly high speed, reliable, and affordable broadband for all students.

We strongly support the Baileys Harbor fiber broadband project and encourage the Public Service Commission to fund its grant request.

Sincerely,



Tina Van Meer, Superintendent
Gibraltar Area School District

Exhibit 11: Letter of Support from Robert Cornell, Manager, Washington Island Electric Co-operative.

Washington Island Electric Co-operative

Public Service Commission
State of Wisconsin
Broadband Expansion Grant Program

To Whom It May Concern:

As manager of the Washington Island Electric Cooperative, Inc and as someone who has been and continues to be active in efforts to provide Washington Island and Door County as a whole with the broadband services they deserve, I am writing this letter in enthusiastic support of the Town of Baileys Harbor's project and grant application.

This is truly a grass roots effort that has significant commitment from not only Town Government, but the community as a whole. The FTTP efforts in Baileys Harbor will not only position everyone in the township, regardless of location, to receive service, but also provide infrastructure that can be built upon to help neighboring townships provide service in the future as well.

The commitment is illustrated by the 60% match the township is providing and the borrowing they are doing in order to provide it. They understand that broadband is today's equivalent of electricity and is a necessity for everyone, not just those in population dense areas.

Their partnership with Nsight, a Northeast Wisconsin based company with a proven track record, further illustrates the township's commitment to utilizing local resources who do not "cherry pick" areas in order to increase profitability at the expense of citizens who live in rural areas.

Much like the Washington Island Electric Cooperative is working towards service for every single member, Baileys Harbor and Nsight will work towards the same goal. No other entity is likely to do this.

Without the township's willingness to borrow funds from the Board of Commissioners of Public Lands State Trust Fund Loan Program and the support of the State of Wisconsin with grant programs like the Public Service Commission's, projects such as this, that leave no one behind, are not possible.

Please support their efforts, as you have supported ours in the past, by accepting their project and awarding them grant funding in the 5-BF-2022 docket. It is a more than worthy project.

Robert B. Cornell
Manager, Washington Island Electric Cooperative, Inc
1157 Main Road
Washington Island, WI 54246

Exhibit 12: Letter of Support from Joel Kitchens, State Representative, 1st Assembly District.



JOEL KITCHENS

STATE REPRESENTATIVE • 1ST ASSEMBLY DISTRICT

March 3, 2022

Public Service Commission of Wisconsin
Alyssa Kenney, State Broadband and Digital Equity Director
Hill Farms State Office Building
4822 Madison Yards Way
Madison, WI 53705

Dear Ms. Kenny,

Please accept this letter as my support for the application being submitted to your agency by the Town of Baileys Harbor and Nsight Telservices LLC that seeks grant funding to construct a fiber-to-the-premise network for 581 locations.

The new service will provide speeds between 350 Mbps and 1 Gbps per subscriber.

The estimated project cost is \$5,250,000. Financial support pledged by the two partners will cover 64 percent of those costs. The grant would cover the remainder of that amount.

Adequate access to reliable internet has been an ongoing problem for Door County and the recent pandemic has only reinforced the critical need for these services. Although this grant would fund a local project, Door County is responsible for a large portion of Wisconsin's tourism economy. So, awarding this particular grant would also benefit the entire state as a whole.

With more people working from home, our residents need dependable internet access to keep up with this ever-changing world. We do not want to be left behind.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Joel Kitchens".

State Rep. Joel Kitchens
1st Assembly District

Exhibit 13: Letter of Support from Andre Jacque, State Senator, 1st Senate District.



ANDRÉ JACQUE

STATE SENATOR • 1st SENATE DISTRICT

Phone: (608) 266-3512
Fax: (608) 282-3541
Sen.Jacque@legis.wi.gov

State Capitol • P.O. Box 7882
Madison, WI 53707-7882

Alyssa Kenney, State Broadband & Digital Equity Director
Public Service Commission of Wisconsin
North Tower, 6th Floor
Hill Farms State Office Building
4822 Madison Yards Way Madison, WI 53705

Dear Ms. Kenney:

The Town of Baileys Harbor proposes to partner with Door County and Nsight to apply for a PSC Broadband Expansion Grant to construct fiber-to-the-premise (FTTP) network encompassing all 581 locations in the Town. I am pleased to write you in support of this application.

The new service will provide speeds between 350 Mbps and 1 Gbps per subscriber. The estimated project cost is \$5,250,000. The project has financial support pledged by the partners for 64% of the cost, and the grant application is for the remaining 36%.

As the State Senator for the area, I believe this is the very type of project this program was designed to fund. Without significant support from the grant, it would be challenging to build this much-needed project. We are all aware of the critical need for faster internet service for both work demands and quality of life.

Those needs existed before challenges posed by COVID-19. We've since seen an unprecedented transition to virtual methods of communication for educational instruction, business interactions, and even social engagement that in many ways are here to stay. Many areas have particularly struggled in these adjustments as faster quality internet connections may at best be available at local municipal buildings such as a local library, if at all. I have contacted providers previously on behalf of area residents, several of whom organized petitions for expanded service. I see this proposal as a tremendous collaborative opportunity for success in moving beyond those previous pleas that fell on deaf ears.

Extending network connectivity is pivotal to fulfilling citizens' economic and private needs and has become an infrastructure necessity in the modern world for my constituents.

Thank you for your consideration of my support for this proposed project.

Sincerely,

Senator André Jacque
1st Senate District

Exhibit 14: Letter of Support from Matthew Falk, GM, Baileys Harbor Yacht Club Resort.



Baileys Harbor Yacht Club Resort

February 24, 2022

RE: Baileys Harbor broadband expansion project

To whom it may concern,

Currently our local ISP only provides 25mb/5mb service, frequently has technical issues due to high demand, which results in lost business and lower property values.

As the general manager of the Baileys Harbor Yacht Club Resort, my first concern is for my staff and our guest's safety. In 2021, we had more than 6400 adults and children stay with us. Because mobile phone service is still spotty, and our satellite signal is frequently disrupted during severe weather, a dependable internet connection is vital. Accessing critical information about weather emergencies and other special alerts is necessary to protect the well-being of our visitors.

Further complicating this, our landline phone service is also unreliable, with poor line conditions and frequent disruptions. Most new businesses are switching to VOIP phone service. Our older PBX phone system is now obsolete, and to replace it would cost more than \$60,000. The alternative VOIP system would be a fraction of the cost, but it requires a stable internet connection which we do not currently have.

The average family stay here used to be 3 days, however as more people are able to work remotely, our guests are asking to stay longer, provided they have a good internet connection which allows them to use video conferencing apps. Because of poor internet service, we are losing business to other communities which can meet those needs.

As our owners update their appliances, many new televisions offer built in apps for streaming services such as Hulu, Amazon Prime, Apple, Disney, Netflix, etc. Most guests take advantage of these streaming services at home and expect those to be available and functional when they see them on the TV in their suites. This causes frustration and disappointment for them and the front desk which must explain that our internet service is too slow for those apps to work during peak times.

As more smart devices find their way into our condos, it will become even more essential to have a fast, reliable internet connection.

Respectfully,

A handwritten signature in black ink, appearing to read "Matthew Falk", is written over a horizontal line.

Matthew Falk, GM

8151 Ridges Road Baileys Harbor, WI 54202 • (920) 839-2336 • Reservations: (800) 927-2492
Fax (920) 839-2093 • Web: www.bhycr.com • E-MAIL: bhycresort@dcwis.com

Exhibit 15: Heather and Bill Anderson of Maxwellton Braes Resort. Letter of Support.

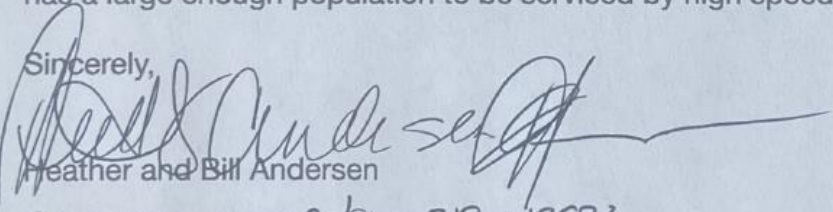
Dear Kurt,

We would like to express our support for The Town of Baileys Harbor investing in high speed fiber. Our multiple businesses in Baileys Harbor are often adversely affected! At Maxwellton Braes Lodge which has sleeps 75 guests in our hotel rooms and Max restaurant, we have suffered from loss of internet service making it difficult to run credit cards for guests checking in or out of the hotel. We are adjacent to Maxwellton Braes 18 hole golf course. Max bar or the other restaurants we have leased space to over the past 10 years also find it impossible to run credit cards when our internet goes down during business hours. We have internet based TV's on our property. We've had to give guests discounts when they can't watch TV and have to mess around with the TVs when the internet goes in and out, wasting employee time! It's obviously a big problem at Max Bar when our big screen TVs are out of commission due to internet interruptions!

It has also affected our short term rental properties, especially during Covid and going forward, as high speed internet is critical for guests working from home over vacation. We have passed up many rental opportunities over the years as guests aren't interested in renting. It's also obviously very frustrating to guests when they don't have internet and they want to watch TV or use the WI-FI. We have had to discount guests stays at multiple properties.

This investment will not only add value, but having spoty Wi-Fi has cost us real dollars over the years and it's just not acceptable these days. Baileys Harbor has a large enough population to be serviced by high speed internet!

Sincerely,


Heather and Bill Andersen

847-420-3978/920-89-4988

**Exhibit 16: Robert Bultman, 8073 State Highway 57 Baileys Harbor, Supervisor, District 19.
Door County Board of Supervisors. Email of support.**

4 March 2022

Ladies and gentlemen of the Wisconsin PSC Broadband Granting Committee,

I am writing in support of the Nsight Teleservices' Public Service Commission of Wisconsin Fiscal Year 2022 Broadband Expansion Grant Application for the Town of Baileys Harbor. Located on the Door Peninsula along the Niagara Escarpment corridor, Baileys Harbor is a mostly rural township. In addition to the geographical constraints of life on a peninsula, our topography and tree cover often make access to the internet difficult or inconsistent here. Bringing a network of fiber to our homes and businesses is the best path forward for equal access to the internet in our Town.

This project to bring fiber to every home and business in Baileys Harbor is an important infrastructure improvement to bring our Town into the 21st century. As more and more aspects of daily life become dependent on consistent access to the world wide web, internet service has become a necessary infrastructure amenity. When the house I live in was built in 1915, there was no electricity here. For almost a century now, no one would consider life without it. In an equivalent way, access to an internet network has become integral to our lives. Whether it is an interweb meeting, remote learning for my seventh grade son or a needed business transaction, consistent access to the internet and a good connection into that network is an essential part of modern life. This project will provide that access to people who are underserved or who have not been able to access the internet. Learning and commerce in our community depend on it.

Thank you for the opportunity to apply for assistance in this important matter. Please follow the lead of our Town and County governments and lend your support to this fiber to the premise project for Baileys Harbor Township.

Regards,
Robert Bultman
8073 State Highway 57
Baileys Harbor, Wisconsin

Supervisor, District 19
Door County Board of Supervisors

Exhibit 17: Michael Alexander, Chancellor, University of Wisconsin Green Bay. Letter of Support.



MICHAEL ALEXANDER
Chancellor

February 22, 2022

North Tower, 6th Floor
Hills Farms State Office Building
4822 Madison Yards Way
Madison, WI 53705

To the Commissioners of the Public Service Commission –

Door County is part of the 16-county footprint of the University of Wisconsin-Green Bay. UW-Green Bay, therefore, has a mandate to serve Door County in providing the services needed to further higher educational pursuits. To that end, The University of Wisconsin-Green Bay supports increased broadband access to the Bailey's Harbor.

As Northeast Wisconsin's Access University, high speed internet access to every citizen across our 16-county footprint is vital to achieve our goal of providing education to those who desire it. Additionally, the University owns Toft Point, an outdoor laboratory located outside of Bailey's Harbor. Continued research on that parcel of land is becoming contingent on stable high-speed internet.

Thank you for your continued service to our state and consideration of this issue.

Sincerely,

Michael Alexander
Chancellor
University of Wisconsin-Green Bay

Wendy Woodward
Chief Information Officer
University of Wisconsin-Green Bay

Cc: Kurt Kiefer

Exhibit 18: Andy Gill, Executive Director, The Ridges Sanctuary. Letter of Support.



March 3, 2022

To Whom It May Concern:

The Ridges Sanctuary, Inc. is pleased to provide this letter of support for the Baileys Harbor broadband expansion grant.

This Ridges is celebrating its 85th anniversary in 2022. Since our founding, we have been protecting The Ridges and offering the community valuable programming. In particular, we are proud of our early childhood and adult education programming. Our community looks to us to provide learning opportunities and we're committed to do so.

Simply put, our current internet does not support our needs. We are not able to actively engage with our students virtually. We cannot reliably access online resources. Most professional development opportunities are online and out of our reach. We can provide better educational programming with broadband service.

The Ridges is also one North America's premier orchid research institutions. We have researchers from across the continent that travel to The Ridges to study our native orchid population. Unfortunately, our internet doesn't allow visiting researchers to access online databases or connect with their home institutions. We could host more researchers and share more valuable data with broadband service.

We are about to undertake a comprehensive planning process of our organization. Many of the goals in the plan are not attainable with our current internet options. We need to be able to embrace digital innovation and connect with others to share information and resources - that cannot happen without broadband.

Thank you for your consideration!

Sincerely,

Andy Gill
Executive Director

Exhibit 19: Tracey Vreeke, Director, Nicolet Federated Library System. Letter of Support.



**NICOLET FEDERATED
LIBRARY SYSTEM**

March 7, 2022

Public Service Commission of Wisconsin
P.O. Box 7854
Madison, Wisconsin, 53707-7854

To Whom It May Concern:

I am the Director of the Nicolet Federated Library System, a state-funded organization assisting 42-member public libraries, including Baileys Harbor, in providing better library services to the people of northeastern Wisconsin. I write to express my support for the Baileys Harbor Fiber-to-the-Premise (FTTP) Broadband Expansion grant application which seeks to expand broadband access to Baileys Harbor in Door County.

Libraries have long been engaged in meeting the information needs of all. In fact, access to information, is one of the core values of librarianship per the American Library Association. Prior to the pandemic, but certainly highlighted by the pandemic, libraries realized the significant value of digital resources. Digital resources allow Wisconsin libraries to expand the scope and variety of information available to their patrons and communities. Yet, ensuring equitable access to these digital resources has proven to be a challenge due to the ever-increasing digital divide. The digital divide refers to the inequality that exists between those who have access to modern information and communication technology and those who don't. Some of the factors that play a role in creating the digital divide are socioeconomic status, education level, and population density. Digital inequity makes itself evident in a lack of computers, laptops, or other devices, as well as limited or no access to high speed wireless connections.

Libraries continually strive to meet the digital needs of their communities by increasing in-house public computers, providing hot spots, chrome books, and laptops for check out, expanding wireless networks into parking lots, providing indoor and outdoor charging stations, promoting economic assistance programs such as the Affordable Connectivity Program, partnering with organizations for workforce development and telehealth, and expanding life-long learning databases and collection offerings such as Wisconsin's Digital Library.

Like all resources and services provided, libraries attempt to bridge this divide to ensure equitable access for all to digital resources. Doing so helps library patrons and communities thrive. It is with this in mind, that I submit this letter in support of this crucial project that will benefit Baileys Harbor, Door County, and the state of Wisconsin.

Sincerely,

Tracy D. Vreeke, Director

1595 Allouez Avenue · Suite 4 · Green Bay, Wisconsin 54301
(920) 448 - 4410 · nfls.lib.wi.us

Exhibit 20: Mike Gallagher, Member of Congress. Letter of Support.

Congress of the United States
Washington, DC 20515

March 4, 2022

Ms. Alyssa Kenney
State Broadband & Digital Equity Director
Public Service Commission of Wisconsin
North Tower, 6th Floor
Hills Farms State Office Building
4822 Madison Yards Way
Madison, WI 53705

Dear Director Kenney,

I write in support of the application of the Town of Baileys Harbor partnered with Door County and Nsight Telservices, LLC for funding through the fiscal year 2022 PSCW Broadband Expansion Grant from the Public Service Commission of Wisconsin.

The Town of Baileys Harbor, located on the coast of the Door Peninsula, comprises of a quaint lakeside settlement, beautiful beaches, and many recreational attractions. Serving as a getaway for the residents of Northeast Wisconsin, Milwaukee, and Chicago, both the permanent and seasonal residents have limited access to broadband services. In addition, this area's unique location and small population make the region one of the more difficult and expensive places to implement broadband services.

With their small, sparsely populated location and many natural obstacles, the Town of Baileys Harbor's greatest challenge is implementing medium to large scale infrastructure projects without help. That is why deploying broadband services is merely impossible without the use of grant assistance.

The project will offer fiber-to-the-premise (FTTP) service to all 581 underserved locations. This includes both homes and businesses in the Town of Baileys Harbor. The new network will deliver much improved download and upload speeds to these well deserving residents and business owners. The partnership between the Town of Bailey's Harbor in partnership with Door County and Nsight Telservices, LLC offers a unique proposition for those needing broadband service in the area. With the help of this grant, this partnership will provide a great example of how public and private interests can work together to find solutions that match the needs of the people.

I request full and fair consideration to the Town of Baileys Harbor in partnership with Door County and Nsight Telservices, LLC's application for funding. If you have additional questions regarding my support, contact Dane Lasecki in my office at dane.lasecki@mail.house.gov. Thank you for your thoughtful consideration of my request.

S/F,



Mike Gallagher
Member of Congress

Exhibit 21: DCEDC Infographic.



Exhibit 22. Erick Schrier, Chief Information Officer, Door County Medical Center. Letter of Support.



March 10, 2022,

To Whom It May Concern:

This is a letter in support of the Baileys Harbor Township application for a Wisconsin Public Service Commission Broadband Expansion Grant to construct a fiber to the premise project, which will serve all residents and businesses in the Town. As the only hospital and largest local healthcare provider in Door County, we are excited at the potential for improved accessibility to high-speed internet for Baileys Harbor.

Healthcare as a business is highly dependent on technology and the need to be able to access high speed internet services 24/7 by clinicians is crucial to the health of our population. The Covid pandemic brought many changes to the way that we deliver healthcare. One of the most significant changes that it brought was the way that we deliver healthcare to patients. The pandemic taught us that patients can receive their health care needs in a variety of ways. Telehealth is one of those areas that healthcare organizations saw a significant increase. In a matter of days, organizations transitioned their in-office medical visits to telehealth visits with their clinicians.

This new era removed many barriers to access, but there are still barriers that need to be addressed. One of the major barriers to the access, for Baileys Harbor in specific, is access to quality broadband. In order to have quality virtual visit, both the patient and the clinician must have a minimum download speed of 10Mbps. Failing to have an internet download speed of 10Mbps creates video and audio lagging issues. Unfortunately, many of the residents in Baileys Harbor do not have access to quality broadband.

When making the transition from in-person clinical visits to virtual we knew there would be challenges for patients residing in Baileys Harbor due to the lack of high-speed internet access. However, we did not expect to have the vast majority of those virtual visits fail to occur. It is difficult to tell a patient that the technology will not support a virtual visit due to their physical location. Telehealth technology has gained so much momentum over the past two years and has proved to be a significant patient satisfier for those that are able to use the functionality.

Door County Medical Center would like to make the investment in additional telehealth technology to support Baileys Harbor and surrounding communities. However, in order to bring this vision to fruition, there is a need to have a robust broadband infrastructure for the residents. Having this infrastructure in place would enable those in Baileys Harbor to connect virtually with their clinician. This not only will boost patient satisfaction, but also patient outcomes as access to healthcare is streamlined.

Door County Medical Center supports Baileys Harbor Township's vision, as it will improve the outcomes of our patient population.

Regards,

Erick Schrier
Chief Information Officer
Door County Medical Center